PRINTERS'

A JOURNAL FOR ADVERTISERS 185 Madison Avenue, New York City

OL CXXXVII. No.

NEW YORK, NOVEMBER 18, 1926



"Something good is cooking

Unless you are strong on self-restraint, don't go a-visiting in Chicago these fall and winter mornings.

Almost any morning, in almost any Chicago home, from October to April, you'll awaken to a whiff of the most wonderful sausage that ever sang its savory, sizzling song in a skillet—Mickelberry's Sausage. And if you can resist the invitation of that sausage to make a pig of yourself . . "You're a better man than I am, Gunga Din."

In preparing the advertising for Mickelberry's Food Products Company, Chicago, we aimed to convert into words the fragrant, spicy wisps that come from juicy Mickelberry's Sausage, piping hot. Copy so hunger-teasing that no regular human could finish the advertisement without planning ways and means to have Mickelberry's at the next meal.

We have every reason to believe we hit the bull's-eve. In Chicago Mickelberry's Sausage is First.

AYER & SO

ADVERTISING HEADQUARTERS, PHILADELPHIA





If you are selling through jobbers

No matter what your product, if you are selling through jobbers they're selling dealers who depend on buying farmers for their trade!

Focused on the 30 States that in 1925 produced 88.7% of all farm income—the States where 85% of the main jobbing centers are located—the 15 papers of the Standard Unit reach into over two million receptive farm homes. They cover the richest farm market in the world as no other medium does. They bring the automobile of the buying farmer to your dealer's door!

Read the Story on Pages

135 to 160

560

STANDARD FARM UNIT

One order-one plate-one bill

WALLACE C. BICHARDSON, Gen'l Manager

Chicago Courtney D. Freeman, Western Mgr. 307 North Michigan Ave. New York
Willard R. Downing, Eastern Mgr.
250 Park Ave.

San Francisco, Kohl Bidg.

Issued Publish June 29

The

O NI stochandithe Vi pany phonic The many angle the co

old-sty

manuf

Victro

instruing not act the end A. For merch Machi of excite choon the end oo had si Victor

sands proces enterin variou right Beside compl and in

and d sequen hiring them work

INK INTERS'

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879.

NEW YORK, NOVEMBER 18, 1926

No. 7

The Story of the Victor Comeback

Advertising and Planned-Ahead Merchandising Change a Slipping Market into an Oversold Factory and Dealer Organization

An Interview by Roland Cole with

Roy A. Forbes

Manager of Sales and Merchandise, Victor Talking Machine Company

ONE of the most remarkable stories in the history of merchandising is a description of how the Victor Talking Machine Company marketed its new Orthophonic Victrola.

The story is remarkable from many angles. Its most significant angle is the rapidity with which the company cleared its stocks of old-style Victrolas, reorganized its factory and selling organization to manufacture the new Orthophonic Victrolas and delivered these new instruments to its dealers' stores.

"The decision to begin manufacturing Orthophonic Victrolas did not actually go into effect until the end of June, 1925," said Roy A. Forbes, manager of sales and merchandise of the Victor Talking Machine Company. "True, months of executive deliberation preceded the change, but work did not start on the new Orthophonic until the end of June. After our factory had stopped operations on the old Victrolas, there were many thousands of uncompleted machines in process of construction, some just entering the kilns and others at various stages of manufacture right up to the finishing room. Besides this, there were enormous completed stocks at the factory and in the hands of our dealers and distributors. We were, con-sequently, under the necessity of hiring new employees and training them for an entirely new kind of work. Those of our former em-

ployees who were engaged were unfamiliar with the new product. Yet, despite these difficulties, stocks of old-style Victrolas were entirely cleared and samples of the new Orthophonics were delivered to dealers' stores by the last week in October!"

The situation with which the Victor company was confronted is one which might happen to any manufacturer. During recent years, it has been happening to manufacturers of style merchandise with something like appalling frequency-women's wear particu-larly. No product can be considered absolutely safe. Therefore, the story of how the Victor Talking Machine Company changed a fading market on a product which had enjoyed world-wide popularity and sale into a heavily oversold condition on an entirely new commodity within the short space of a half year, is full of suggestion.

"The problem which gave us the most concern," continued Mr. Forbes, "was how to dispose of our stocks of old merchandise in order to clear our factory and the channels of distribution for the new product. Any plan of redeeming these instruments would have been more expensive than throwing them away, which would have, at least, saved the cost of cartage and freight. No part of the old Victrola instrument, except the motor, was usable in the manufacturing of the new Orthophonic.

Table of Contents on page 238

Stocks had to be sold and sold rapidly and at a sacrifice. Any immature announcement of a new Victrola might have prejudiced the public against the type of instrument then on the market, which would have been regretable. as these instruments, at the prices

at which they were offered, were remark-able values and gave opportunity thousands to obtain a instrument at prices within their reach.

"The seriousness of the situation from the manufacturing angle alone is hard to estimate now, after it is all over. This will be clear when I describe differences between the old Victrola and the new Orthophonic. Something like 200,000 of the old-type instruments were found to be on hand at the factory and in the stocks of our dis-tributors and dealers. There was only one way out, namely, to notify our distributors that we were about to place a new instrument on the market which would make the

present one obsolete and suggest that they make price reductions to their dealers and help the retailers dispose of the merchandise at re-

duced prices.

"The adoption of any other policy might have been hazardous to the point of disaster, or at least it would have been the source of endless confusion and market demoralization. Allowances to consumers for old type instruments purchased at regular prices on the day preceding the reduction, or allowances by distributors to retailers, or by the factory to distributors, or any plan of exchanging old for new goods, or any proposition to convert Victrolas into Orthophonics, even had such a thing been possible, which it is

not, as I will presently explain would have choked every channel of distribution and deferred the introduction of the new instruments indefinitely, if it had not been even more serious.

"We, therefore, took this sten On the day our policy was finally



ROY A. PORRES

decided upon, we wired all of our distributors as I have just indicated. Our telegram advised them that the new instrument would be ready in the fall and urged that prices on all instruments in their possession, and their dealers', be reduced at once. We held back our own stock of old-style Victrolas and quoted no prices on these until distributors and dealers had an opportunity of moving Dealers and distributors theirs. found the price level at which the old instruments could be sold to be about half the regular list. We, in turn, reduced prices on our stock so that distributors could buy from us at prices which netted them, as well as their dealers, a very substantial, though reason-



Class Circulation in Village America

THE neighborly relationship of the leading families with nearly every other family in the small town makes class circulation in this market not only necessary but quickly effective.

Christian Herald is the Class Magazine of Village America.

Christian Herald

Bible House, N. Y.

GRAHAM PATTERSON, Publisher

J. Paul Maynard, Advertising Manager

able, profit, even though the machines were sold to the public at greatly reduced prices.

"Without exception, all distributors adopted our suggestion and took the loss which such action entailed. Retailers, practically without exception, acted upon the

suggestion of their distributors, and took their loss. The loss in the aggregate was considerable. In the practical operation of the plan, however, aggressive retailers who moved their stocks promptly were able to reorder on the basis of the new prices and this, as I have indi-cated, netted them about their normal percentage of profit. Distributors were enabled to do the same thing, so long as the stock of old-style instruments lasted.

"Later developments have completely justified the wisdom of our course. The plan worked out with remarkable success, considering the difficul-The aggregate loss did not fall at any one or even a few

points, as it might have under some other solution, but was distributed with as much economic soundness and fairness as was possible under the circumstances. People are human enough to hate losing money, and the rich man who had just purchased a high-price Victrola at the regular price and the next day is informed that a similar instrument can be bought at a 50 per cent reduction, feels no less keenly about it than the ordinary man who has had the same experience with the lowestprice Victrola. Retailers and wholesalers are just as human as the general public. When it comes to losing money, all of us are in sympathy with the practice of passing the buck back to the manufacturer without stopping to think

that the aggregate loss might wipe out the business and all future possibilities of making money for dealers or of obtaining a better product for consumers.

"The absolute necessity of dis-posing of the old-style Victrolas at prices acceptable to the public.



in everything but name

A

wea

coll

don

at h

wea

--- 21

man as a

ever

And

5 fe

you

proc

buy

radi

of y

THE

Cop

It

T

A



HOW THE NEW ORTHOPHONIC IS BEING ANNOUNCED

in order to clear the way for the new Orthophonic, will be clear when I explain that the latter is a new talking machine in every sense of the word, constructed upon an altogether new principle, different within and without, having no relation or resemblance to the old Victrola. It was predicated upon a new principle of recording and making records for full-scale results.

"Recording had hitherto been a mechanical operation; it now be-Whereas came electrical. sound waves set in motion by the human voice or musical instruments vibrated a diaphragm which in turn drove a cutting needle on the wax record and cut the grooves

(Continued on page 204)



When they crack the whip you jump

Ask Sam and Andy Stevens what the well-dressed near-man will wear. They'll tell you. They have the latest dope on shawl collars, bat-wing ties, patent leathers and pompadours. If they don't like a thing—it's out.

And, believe it 'cause it's the truth, these chaps are just as much at home on a football field or a basketball floor as at a dance. They wear T-shirts, sweaters, golf hose, plus fours, shorts, longs, blazers—and they have to have 'em! Their shoes and hats and suits are man-sized. They eat like horses. Their appetites are man-sized as are their buying capacities. In short, they're a man's equal in everything but years.

THE AMERICAN BOY is read by 500,000 fellows like Sam and Andy, who average 15½ years of age, 115 pounds on the scales and 5 feet 4 inches tall in their stocking feet. They buy everything you sell to men. They hold man-sized opinions for or against a product. Win them to your side now while they are forming the buying habits of a lifetime.

It makes no difference what you make . . . tooth-paste, cameras, radios, automatic pencils, razors . . . these chaps form a big part of your market. Sell to them through the advertising columns of THE AMERICAN BOY, the publication they have made their own. Copy received by December 10th will appear in February.

The American Boy

Detroit

Michigan



A half-dozen registrants at a post-natal clinic.

All God's Chillun need a good start

THAT'S just the start these six youngsters got through the United Hospital Fund.

Of the fifty-six great hospitals whose tender care of New York's poor is made possible by this fund, thirty have maternity service and baby clinics. Ten are devoted exclusively to the care of women and children.

Thus this fund is a big factor in helping the new generation to the right to be well born. And at the start is the time to build good citizens.

Besides this work, of course, the fifty-six hospitals of the United Hospital Fund furnish every sort of hospital care to the poor of the city.

Great Doctors
GIVE
Their Time

At these institutions world renowned doctors treat the helpless poor free of all cost. In fact half of all the services and time of the

26

hospitals is given, and that includes the physicians' work.

These hospitals stand as the bulwark between your family and disease. So long as they go on, every sick person will be cared for.

One Dollar from Each Person in the Advertising Industry

Yet it is a most modest contribution which the Fund asks of the Advertising Industry of New York. The request is for one dollar from each person in the business. That will meet the quota with no hardship to anyone.

Sign up when the subscription sheet in your office reaches you within the next few days. Do this little thing which means so much.

Advertising Industry Committee for United Hospital Fund

STANLEY RESOR. Chairman

KERWIN H. FULTON MALCOLM MUIR STANLEY LATSHAW IOHN B. WOODWARD

Names of Hospitals

Beekman Street Beth Israel Broad Street Brooklyn Community Fifth Avenue Flower French Italian Jewish, Brooklyn Knickerbocker Lebanon Lenox Hill Long Island College Methodist Episcopal Mt. Sinai New York Norwegian Lutheran Polyclinic Post-Graduate Presbyterian Prospect Heights Roosevelt St. John's St. Luke's St. Mark's Sydenham Wycoff Heights

Joint Diseases Orthopaedic Reconstruction Reconstruction
Ruptured and Crippled
St. Giles The Cripple
Knapp Memorial Eye
Manhattan Eye, Ear and Throat
N. Y. Eye and Ear Infirmary
Ophthalmic
Memorial, Cancer
Skin and Cancer
Neurological
Babies
Luf. for Women and Children Inf. for Women and Children Jewish Maternity Lying-in Manhattan Maternity Misericordia Nursery and Child's St. Mary's Sloane Woman's Home for Incurables
House of the Holy Comforter
House of Rest—Consumptives Isabella Home
Montefiore Hospital
St. Andrew's Convalescent

"Just a Twist of the Wrist, Madam"

Tying a Can on the Tin Can-and Other Packages

By Robert Douglas

SUPPOSE, for a moment, that some reader of this thesis were to marry, and, in the blissful early months of matrimony, were to help his bride with the novel routine of getting the meals. Or, suppose that somewhere between the wooden and the diamond anniversaries, the cook should leave, and Mr. Married Man were to putter around the kitchen in the honest belief that he was helping his wife.

Under such circumstances as these, our hypothetical subject would gain much knowledge of what various manufacturers mean by the word "package." His first encounter would be with the fa-

miliar tin can.

The tin can is less of a novelty but as much of a mystery to the woman of the house as ever. If the canners' association wants to discuss a subject really worth while at its next convention, let it consider ways and means of teaching women to open a tin can. The theory of can-opening is universally known; the practice is in its infancy. Women who can pilot a straight eight through Manhattan traffic shy at a can of peaches.

There must be hundreds of kinds of can openers on the market. Presumably every home has a can opener of some kind. Generally, it is one of these handy household tool kits comprising everything a boy scout needs for a three-days' hike or to remove a stone from a horse's hoof. It has just the kind of an uncomfortable handle that might be expected. The can opening feature consists of a half-moon shaped blade. The manufacturer expects the user to jab the point through the top of the can, and to circle the periphery, neatly cutting with an upstroke. The average woman takes two hands to force the point through the tin. cuts backward with the dull edge, and eventually makes a jagged hole.

The can opener in the average kitchen isn't worth a feeble whoop,

but the woman never buys a new one, because she has one.

There are trick can openers to be had for a dollar or more which, with only the necessary amount of machinery, cut the whole top from the can, at the top of the sides. This permits canned brown bread to be removed, or allows a woman to freeze the contents of the can and bring them out in the form of a cylinder of ice. Maybe. And maybe the woman tries it once, can't make it work, gives it up and goes back to the original implement.

Believe it or not, I can give you name, address and history of a family where, for years, cans were opened with a hammer and screw driver. If the tin can has reached perfection in form, isn't it time for someone who is interested in the consumption of canned goods to make access to them easier?

Of course I ought to interpolate here that there are certain containers on the market at which little or no criticism may be poked. Unfortunately, they are all too few.

FISHING FOR SARDINES

The sardine can is the practical joke of the package world. Who has not met that April-fool tin can, with the key which breaks at the second twist? If your wife serves anchovies, take the advice of a professional. Put the can on the floor; grip the little tab with a pair of good pliers, and pull, while your foot holds the can firmly in place. You will spill the oil on the floor, but if life holds out you will get the can open.

When the husband encounters the bottle group he will ask for the opener. "It's on the can opener." And if the husband has molars worthy of the name the bottle will be opened with anything else but! A magician couldn't open bottles with the average household equipment.

How about a free opener with

"

ew

ch.

om

ad an of nd

011

ed ne

ds

n-

SURPRISED

HEN YOUR DANGEMOORS Winslow Boiler - Engineering (a.

Kleen-Heer

"What has surprised us most about our campaign for Kleen-Heet Oil Burner in The Des Moines Register and Tribune this year has been that the inquiries have been coming in from every section of Iowa.

"We realized that your circulation was unusually large for a newspaper published in a city the size of Des Moines, but we confess we had no realization of the influence which The Register and Tribune exerts upon the entire state."

The Des Moines Register and Tribune

190,000 Daily

155,000 Sunday

No

III

the next few bottles of ginger ale, grape juice, chain-store maple syrup, or half-of-one-per cent?

Next comes the screw cap bottle family, including such items as the mayonnaise and sandwich spreads. A man can untwist the cover, generally. And just as generally, his wife can't.

If he has met and conquered these preliminary difficulties, husband is now qualified to tackle the peanut butter, potted tongue, jam, and other glass-jar viands. He will do as his wife directs him, bend the point of a fork trying to get the rubber ring out from beneath the cap, and finally cut the cap with the omnipresent can-opener.

All of the foregoing is wrong if the husband is a handy man about the house. But it is simon pure gospel if the man is the And, however low the average. mechanical rating of the average male may be, is the female average expected to be higher? The cardboard carton group will prove that the normal female reaction to an unopened package is a phenomenon in a class by itself. Tonight, after you have read PRINTERS' INK, go to the pantry and examine the shelves. If there is a box of breakfast food there which says, on one end. "Open Other End" that will be opened. If a box instructs its purchaser to cut on this dotted line, that line will be whole and unscarred. (But this bit of pioneer research is introduced here just incidentally, and not as an important field for reform. Women can get into a pasteboard carton somehow.)

All the malefactors are not in the foodstuffs group, by any means. Think of the millions of bottles of drug store items which go into homes where the only corkscrew is on the self-same can opener or on the husband's key ring. There is notable 'exception, Honor where honor is due. Whether you buy the dollar bottle or the Woolworth size of Listerine, you can shake the package and hear the reassuring rattle of a little corkscrew inside. It won't open everything you may have in your traveling bag, but it will open the bottle it accompanies.

Do these observations succeed only in making much out of nothing, or is there really something sound in the theory that manufacturers ought to care whether the consumer can open the package easily and without casualty? A manufacturer, some years ago, advertised, in effect, that "We couldn't improve the product so we improved the box." A shaving cream manufacturer adopted a new style of tube, and went back to the old when it became apparent that the old style was, after all, more convenient. Some progress is being made in packaging, beyond any doubt, but there remains much to be...

"Bob, dear, I'm sorry to interrupt, but would you open this for me?"

It's a department store's ownbrand hand lotion. It comes in a glass corked bottle and costs a dollar. I've held it in scalding water; I've pinched the cork in the crack of the door; I've run around the seam with a knife point; I've wrapped twine around it and twisted. And I'll deliver one gross of it, f.o.b. your front porch if you get that bottle open without busting the cork.

Ford Reports Indicate Production Drop

The Ford Motor Company, Detroit, reports production of 134,898 cars during October. According to Charles E. Sorenson, superintendent of the main factory at Detroit, the average output per day for five days a week, since January 1, has been 6,500 cars. At this rate, 1926 production will fall short of the 1925 total by about 150,000 cars.

Armour Appoints N. W. Ayer & Son

Armour & Company, Chicago, Star Brand food products, have appointed N. W. Ayer & Son to direct their advertising. This appointment, which becomes effective January 1, does not include the products of the Armour Soap Works. The advertising of this subsidiary is handled by the John H. Dunham Company, Chicago.

Servel Account for H. K. McCann Agency

The Servel Corporation, New York, electric refrigerators, has appointed The H. K. McCann Company, New York advertising agency, to direct its advertising account.

MILWAUKEE-First City in Diversity of Industries!

100% Sales Increase in Ten Months!

DURING the first ten months of 1926 sales of Balsam Wool in Milwaukee show an increase of 100 per cent over the entire year of 1925.

Advertised exclusively in The Milwaukee Journal since 1923, Kilsam Wool has enjoyed an average annual sales increase of 78 per ceru.

The adventures of Balsam Wool, in common with successful advertisers in all lines of business, know that a single newspaper builds a maximum volume of business in Milwaukee at the lowest possible cost per sale—

THE MILWAUKEE JOURNAL

WISCONSIN-First State in Value of Dairy Products!

nothething nufacer the ckage ? A o, ad-

8. 1026

o, ad"We ct so aving a new to the that more is bed any ch to

ownin a
doldding
the
ound
I've
and
ross

n if

roit, durs E. nain tput ince At hort ars,

star ated adbenot our this H.

rk, he ork er-

Pebeco Is Sold in C



THE CHICAGO

ic First i

CH

Member of The 100,0 up

Advertising Advertising
J. B. Woodward Woodward & Representatives:

J. B. Woodward & Fine Arts Ball

NEW YORK

DETROIT

go Homes Through The Daily News

The universal concern for good health is the basis of the appeals made by the manufacturers of dentifrices, whose products tend to prolong the life of teeth and thus promote good health. Since health is of primary importance to everyone, it is a leading subject for discussion in the family councils.

Quite naturally the advertising of Pebeco dental cream—placed by the J.Walter Thompson Company—appears in The Daily News—the Chicago paper having the most weighty influence in the home. The Daily News is the only Chicago daily paper carrying this advertising.

MAILY NEWS

st i icago

00,0 up of American Cities

COIT CHICAGO
& Dodward & Kelly
Buil J. Michigan Ave.

SAN FRANCISCO C. Geo. Krogness 253 First National Bank Bldg.

cie

th he

ce

th

Sa Tı

d

A\$27,000.000 4 Oklahoma cro



Total of Growing Crops will reach \$316,000,000 in 1926

Here is an estimate of Oklahoma's 1926 farm production prepared by the U.S. Agricultural Statistician at Oklahoma City, based on October 1st reports and October 15th prices. This table explains why Oklahoma continues at the top among farm markets.

Crop	Value 1926	Value 1925	Gain or Loss
Wheat	\$88,494,000	\$41,575,000	+\$46,919,000
Corn	37,375,460	17,266,000	+ 20,109,400
Oats	13,214,880	13,372,000	- 157,120
Cotton	92,130,000	143,735,000	- 51,605,000
Cotton Seed	13,553,600	25,696,000	- 12,142,400
Broom Corn	2,250,000	1,278,000	+ 972,000
Grain Sorghum	18,672,750	10,662,000	+ 8,010,750
Tame Hay	9,815,000	9,968,000	- 153,000
Wild Hay	2,990,400	3,276,000	- 285,600
Sweet Potatoes	2,917,200	2,538,000	+ 379,200
Irish Potatoes	4,341,150	6,318,000	- 1,976,850
Barley	2,568,240	1.323.000	+ 1,245,240
Rye	544,680	436,000	108,680
Peanuts	258,560	157,000	101,500
All Other Growing	Acceptance	20.11.50	,
Crops	27,623,872	11,944,827	+ 15,679,045
TOTAL	5316,749,792	8289,544,827	+827,204,965

Tap Oklahoma's tremendous farm wealth by advertising continuously through the Oklahoma Farmer-Stockman, the state's only farm paper.

Carl Williams Editor

Oklahoma City

Both Miller adv. Mar.

New York

Chicago

Detreit

E. KATZ SPECIAL ADVERTISING AGENCY Kansas City

Atlanta

San Francisco

Who Is "The Farmer"?

The Answer Is That There Is No Such Person as an "Average" or "Typical" Farmer

By T. C. Richardson

Field Editor, Farm and Ranch

WHO is "The Farmer," and why? Is he a distinct species? Is he a composite entity, as is implied in the common use of the term "the farmer"; or isn't he?

Who is "the farmer"?

To begin with, I deny that the generic term "the farmer" is susceptible of accurate definition. In the sense that it includes all who get a living direct from the soil, it serves very well, but in its implication that farmers as a class all have the same habits, react to the same ambitions and desires, the term is inaccurate, to say the least. In its implication that farmers, as a group, may be set off and compared or contrasted with other elements of society, it is worse than inaccurate.

There are strata among ruralites as well as among urbanites. They do not run the broad gamut of the city, with its slum-dwellers and its idle rich at the extremes, but there is little in common between the aggressive and successful farmer and the shiftless squirrel-turner who scratches a precarious livelihood out of a rugged field with a double-shovel. This undeniable fact seems to have escaped the attention of a great many merchants, manufacturers, financiers, and the right-hand man of all of them—the advertising man.

Reading what they say of and to the farmer, one is forced to the conclusion that each has in his mind a sort of synthetic individual made up of varying degrees of ignorance or intelligence, indifference or ambition, guilelessness or greed, penuriousness or profligacy, and he who goes gunning for the farmer with intent either to transact business or funnel him full of fatherly advice, appears generally to load his gun in accord with his own personal concept of what the farmer is like.

Edwin Markham made a reputation by his poetical delineation of "The Man with the Hoe," but the man he portrayed was a peasant, a peon, a hopeless dolt with a strong back and a weak mind. Personally, I have never known a fitted Markham's who model, though he may exist. The cartoonist idea of a typical farmer is a gawky individual with a straw in his teeth, and the fictioneer is apt to portray him as an unkempt slouch who never takes a bath until the creek gets warm, and is probably mean to his women folk. To the politician-on the stumphe is "the honest old horny-handed son of toil," although he knows in his heart that farmers, being merely a cross-section of humanity. encompass every frailty of the human race.

I might go on with several other popular images of the farmer, in which he is made to fill all the roles created in the minds of his fellow components of the social fabric. To the hobo farmhand, he is a plutocrat and a slave-driver, and to a certain type of banker he is the legitimate prey for pawn-broker tactics. To certain uplifters he is a hard-boiled moron, immune to their fine-spun theories and to the self-elected highbrow, he lives, not the simple life, but the simpleton's life.

FARMERS AREN'T BUGS

The fact is that, taking the farmer as a group, he is none of these things and he is all of them. This is not a paradox—it is a mere statement of fact. The sociologist who has tried to put the farmer on a pin and study him as an entomologist does his bugs is beginning to sense this truth, and when he segregates the different species and analyzes them separately, his contributions will be of more value than was possible when

Non

and

sim

fari

whe

in 1

ser

bear

whi

son

fac

pull

ma

me

sen

aw

bri

hef

he

OV

it !

caf

ag

kn

he

sta

hu

"e

th

af

ou

th

clu

Sn

th

to

ec

aı

th

th

th

th

w

W

CO

th

ha

na

de

it

fa

ri

ti

cl

he discussed the farmer as a genus without differentiated species.

If the foregoing is true, there is no such thing as an "average" or a "typical" farmer. There are several types in the farming group, with imperceptible gradations between, just as in the commercial group. The important thing to those who would contact effectively with farmers is to select the type most important to them and plan their approach accordingly. If they are purveyors of bunk in any form, intellectual or physical, they are not without a possible clientele, for there still exists in certain sections the typical "hick" of the ancient concept.

There is also a certain contingent that may be called the "mendicant" type of farmer, who adopts the role of misery in the hope that his imaginary woes will bring active sympathy, but whose whining only arouses the contempt of the public, including all self-respecting farmers. He counts as little in the economic world as does the indolent, and could be safely ignored were it not for the danger of his bringing upon the whole body of farmers the odium of being social and economic cripples.

There was a time, not so long ago, when practically every farmer accepted the idea still held by some, that the finer things of life were not for him. He saw the merchant's show windows as a museum exhibit without sensing that anything therein displayed might be his if he so willed. He passed the show windows by, and supplied his actual needs from the dusty shelves of the general store where only the plainest and often the poorest class of goods might be found. A few there be whose vision is still so narrow, but as evidence of their scarcity, one finds the old-time general store almost extinct, and its ugly assortment of nondescript goods is acquiring the rarity of other "early Americana."

The most representative type of farmer of today is an up-and-coming individual. No longer bound to his own community, he has become a cosmopolitan. He travels, sees with an observing eye, generates new desires, with the am-

bition to realize them, and uses his ingenuity in finding means to gratify his new wants and those of his family. You meet him in the far places, touring with his family on pleasure bent, at a live-stock show, or a college lecture on some farm problem, and his eyes and ears are open all the time.

Certain bankers and merchants used to shed great gobs of grief over the farmer who bought an antomobile, only to find as time went on that somehow the fellow with a flivver became a better customer with more money to spend and a greater disposition to spend it than the fellow who still comes to town in a farm wagon behind a pair of sway-backed mules. They used to worry, too, about his burning up gasoline instead of working (while they play golf), but it is beginning to dawn on some of them that the kind of a farmer who has the ambition and energy to sport an automobile and a radio doesn't have to work as continuously as his daddy did, because he works to better advantage when he does work "Spoiled by prosperity."

That's what some of the critics are still saving about the farmer. Sure, he has been spoiled by prosperity, just like all his urban neigh-The stern and rock-bound conscience and the cult of selfdenial which was developed under pioneer conditions, no longer inhibits him and his family. are no longer content to sit around a smoky oil lamp, but demand some of the brightness which surrounds their city neighbors. The old cabinet organ has been displaced by a piano, and Dad's fiddle is supplemented by daughter's "uke," son's cornet, and Buddy's saxophone.

A FARMER'S LUNCHEON CLUB

If he ever had it, this type of farmer has shed his inferiority completely. Why, down at Cuero, Tex., farmers have a regular luncheon club of their own, and in its two years of life it has accomplished more for its community than certain business men's clubs do in the same length of time. Farmers elsewhere who have been watching this club's progress are now convinced of its practicability,

8, 1926

ses his

ns to

those

im in

th his

a live-

are on

eyes

chants

grief

in au-

went

vith a

tomer

and a

than

town

ir of

ed to

g up

while

nning

it the

am-

au-

have his

bet-

vork.

ritics

mer.

Dros-

eigh-

ound

self-

nder

in-

They

bnuc

ome

unds

cabi-

by a

ple-

son's

Œ.

В

of

rity

ero,

ular

d in

om-

nity

lubs

me.

een

are

lity,

ne.

and are getting ready to organize similar clubs.

The city salesman may think his farmer customer is slow-witted, when the fact is, he is merely slow in making a decision. Inborn conservatism and the fact that his forebears bought too many patent churns which wouldn't churn may have something to do with it, but the fact remains that the long, strong pull, if it has reason behind it, will make the sale when high-pressure methods would merely arouse resentment or frighten the prospect away. The farmer has been goldbricked too often to fall readily before a mere eloquent appeal, and he always wants to turn the chip over to see if there is a bug under it before putting it in his basket.

Speaking before a group of educators and editors a few weeks ago, Mrs. Phoebe K. Warner, well known in the Southwest through her writings, and for her understanding interpretations of rural life, said with as much truth as humor, that farm women want "everything from silk stockings to self-determination." This might not mean so much were it not for the fact that they are going out after the things they want without consulting the alleged head of

the family about the "wherewith." There are 837 women's rural clubs in Texas alone, and more than that number in the adjoining smaller States. They have a membership of ten to fifty each, and they meet once or twice a month to study some phase of home economics in the light of the best available information as brought to them by extension workers from the colleges. Is it any wonder that their vision has broadened, that they know what they want and a way to get it? For, mark you, ways of adding to the family income form an essential part of their studies, and the farm woman has signed her declaration of financial independence with a firm determination to make the most of it in terms of better living for her family. Thus, unattainable luxuries of yesterday become necessi-

ties within her grasp today. Texas has 15,000 farm girls in clubs, and Oklahoma, Arkansas and Louisiana at least twice as many more, although late figures are not available as I write They are under the direction of the home demonstration agents also, and no matter how poor the home from which they come they receive inspiration which leads them to desire things the lack of which they had never before sensed. They are taught ways and means of earning money, and many a farm woman has earned, by her intelligently directed efforts, sufficient money to buy those frilly things so dear to the heart of girlhood, to fit up her room in a way that stirred the whole family to emulation and thereby transformed a bleak four walls into the kind of home that calls out the best in the race, whether man or woman. Actual instances of such transformations are on record by the hundreds. When the desire is aroused the way will be found.

THE FARMER'S GRIEVANCE

Much has been printed lately about the disgruntled farmer, and in a mild sort of way he is disgruntled. "Calamity howlers" they used to be called, and with some justice. It must not be forgotten though, that the howling also had some substantial basis. Just now, the farm group, as a whole, has more money than ever before except during the war inflation period, and most people feel that the farmer ought to be satisfied, go home and slop the hogs and keep his mouth shut. His grievance now is not that he hasn't a pretty fair amount of cash, but that his dollar doesn't go as far in trade as the other fellow's dollar. It is a matter of "relativity," if you get what I mean.

Despite this feeling of inequality in economic adjustment, the farmer who is a "chronic bellyacher" (to use one of his own terms), is becoming a rara avis. As a whole, farmers are not given to abstract reasoning, but if one takes the trouble to find it, there is usually a mighty sound reason for their actions and reactions, whether they are conscious of it or not. If I may dare offer an analysis of it, I should say that the pri-

No

mary requirement for doing business with the farmer is to make him feel that he is getting a square deal. The farm papers have gone far in creating this feeling of confidence by closely scrutinizing the firms who advertise in their col-

Everybody wants to know when the farmer is in a buying mood and nearly everybody tries to sell him at the same time-the brief period immediately following the harvest of his principal cash crop. As a result, they are all getting in each other's way. The fact is that farmers—the kind we are talking about-are becoming more and more year-around buyers. The influence of the co-operative selling associations, which spread the crop returns over several months, and the increasing number of farmers who have more than one source of income, are rapidly changing the old system under which the farmer was flush-if at all-only a few months in the year, and busted the remainder of the time.

The credit merchant who supplied brogans, overalls and the barest necessities of life in return for a crop mortgage which kept the farmer on his books from year to year, is no longer in the picture except in isolated instances. His toll was too high and his goods fell far below the standards demanded by farmers now. They want no plug hats or soup-and-fish duds, but they do demand well-fitting clothes of materials that will not set them apart from the townsmen with whom they mingle.

The farmer is less inclined to "keep up with the Joneses" but give him time to make up his mind individually and he will be found in the ranks right up abreast of Pa Jones himself. "A little leaven leaveneth the whole lump," and the farmer who is worthy the name has made the irrevocable decision that he and his can and will have a reasonable share of the fancy trappings of modern life, as well as his neighbor in town, and by Heck, he's going out after them.

Jack Connery has been appointed advertising and promotion manager of the Mound City Paint and Color Company, St. Louis.

A. H. Ogle Succeeds R. K. Leavitt at A. N. A.

R. K. Leavitt has resigned as secre-

R. K. Leavitt has resigned as secre-tary and treasurer of the Association of National Advertisers. He will be succeeded by Arthur H. Ogle, adver-tising manager of the Wahl Company. Mr. Leavitt was appointed secretary-treasurer of this association in Decem-ber, 1924, to succeed John Sullivan, who had held those offices for ten years. Prior to his appointment as secretary Prior to his appointment as secretary of the association, Mr. Leavitt had, for four years, been advertising manager of "Onyx" Hosiery, Inc., of New York City. During that time he had been active in the work of the association. His resignation becomes effective on December 15, on which date he will join the G. Lynn Sumner Company, Inc., New York advertising agency, as treasurer.

The new secretary-treasurer of the association was elected a vice-president of the organization at the annual con-vention held at Atlantic City last week

Carbonated Beverage Bottlers Plan \$2,000,000 Campaign

Carl A. Jones, of Bristol, Vt., chairman of the advertising committee of the American Bottlers of Carbonated Beverages Association, submitted a re-port at the association's convention at port at the association's convention at Buffalo in which it was stated that "after carefully considering every detail involved, going over the possibilities, studying the experiences of others who have engaged in similar effort, and holding down the expenditures for each necessary step to the minimum, it has been determined that \$2,000,000 is the smallest sum with which we can conduct a worth-while advertising campaign."

smallest sum with which we can con-duct a worth-while advertising cam-paign."

The report announced that \$1,049,297 of the sum needed already had been subscribed. The object of the campaign will be to "teach the nation that car-bonated beverages are good for the people."

Grave Vault Advertiser to Enlarge Campaign

The largest advertising campaign in its history is being planned by the Clark Grave Vault Company, Columbus, Ohio, for next year. In addition to trade publications reaching funeral directors, the 1927 advertising will appear in general magazines and farm papers.

New Account for J. X. Netter, Inc.

A. K. Trout & Company, New York, manufacturers of the Kling-Klip sharing brush holder, have appointed J. X. Netter, Inc., advertising, also of New York, to direct their advertising account. Magazines and business papers will be used.

Salesmen's Route Maps of Philadelphia

The Bulletin has just issued a NEW series of route lists of the names and addresses of retail and wholesale distributors in the Philadelphia-Camden market for the following trades:

Groceries and Delicatessen
Drug Trade
Hardware and Housefurnishing Supplies
Confectioners
Electrical Goods and Radio Supplies
Boots and Shoes, Repair Shops and Findings Dealers
Men's Clothing and Men's Furnishings
Women's Apparel and Specialties
Musical Goods and Instruments
Cigars, Tobacco and Cigarettes

Each route list has a map of the 44 Philadelphia-Camden sales districts.

This will enable your men to cover the Third Greatest Market in the country in an efficient manner—both in time and effort.

Population, physical and buying characteristics of each of these sections of Philadelphia are given in detail.

Write the Advertising Department of The Bulletin to obtain free route lists covering the outlets you want to reach.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER



Net paid daily average circulation for six months ending September 30, 1926

535,096 copies

The circulation of The Bulletin is the largest in Philadelphia and one of the largest in the United States.

, 1926 K.

secreiation ill be adverpany. etary-

etaryecaryecarylivan, years, ectary l, for nager York

e on will pany, y, as the ident

tlers gn haire of

that desibilithers and each has the con-

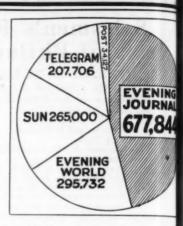
concamd,297 been paign carthe

the lumtion tion eral will arm

to

ork, hav-X. New mopers

HOW CONSUMERS APPRAISE EVENING NEWSPAPERS in the World's Richest Market



NINE million people living in the New York Market are consumers of quality goods. They have a high standard of living. They make good money and spend it liberally for the good things of life.

Merchants and manufacturers who collectively invest millions of dollars annually to circulate the news of their stores and the merit of their products, by advertising, should know how these prosperous people buy and read newspapers.

Official Records

Here are the official circulation figures of New York evening newspapers, as filed with the U. S. Post Office, for the six months ending September 30, 1926.

677,844 copies of the New York Evening Journal were cold each day—and at 3c a copy daily, 5c on Saturday. The number sold by other New York evening papers are: Evening World, 295,732; Sun, 265,000; Telegram, 207.706, and Post, 34,127.

ar

ni

th

fo

10

Sworn Statements

These circulation figures, swom to under oath, show how the customers of New York stores and the consumers of trademarked products appraise the five New York evening newspapers.

Every day all the people of Greater New York and suburbs may buy the evening newspaper that pleases them and gives them the greatest satisfaction. They may pick and choose the evening newspaper they like best—the one they believe gives them their greatest money's worth.

Backbone of Business

These people are the substantial citizens of the largest city and richest market in all America. They represent the

ENING URNA

18, 1926

re: Eve-Sun. 207.706.

sts s, sworn low the k stores traderise the z news-

eople of nd subg newsm and t satisck and vspaper hey be-

greatest

iess ubstanin

est city all ent the

The New York Evening Journal DOMINATES

the New York market at one low cost

veritable backbone of business and industry in Metropolitan New York.

Comparisons of latest circulation statements with past figures are illuminating. They show whether public preference for a newspaper increases, decreases or remains stationary. Here are the circulation gains and losses of New York evening newspapers, for the past six months as compared with the same period a year ago.

Yardstick of Progress

42,039 copies gain each day for the New York Evening Journal. The Evening World lost an average of 16,201 copies a day; Sun gained 8,766; Telegram gained 8,140, and Post gained 1,712.

The Evening Journal's average daily circulation gain is THAN DOUBLE MORE the COMBINED GAINS of the Sun, Telegram and Post.

First for 27 Years

The New York Evening Journal DOMINATES the World's richest market. It has been overwhelmingly first in home circulation among evening newspapers for 27 consecutive years.

Local and national advertisers invariably invest more money in the New York Evening Journal than in any other New York evening paper because it blankets the market at one low cost and produces the greatest sales volume.

CIRCULATION FOR SIX MONTHS ENDING SEPTEMBER 30th, 677,844 DAILY, NET PAID

A daily gain of 42,039 over the same period last year.

NEW YORK EVENING JOURNAL

America's largest evening newspaper circulation . . . and at 3c a copy daily, 5c Saturday

New York Office: 2 COLUMBUS CIRCLE, New York City Chicago Office Detroit Office

913 Hearst Building, Chicago, Ill.

General Motors Bldg., Detroit, Mich.

Women in Detroit Read The News

Letters Received In
10 Months Testify
To Its Special
Interest For
The Home
Purchasing Agent



The buying factor, the last point of sales resistance, is the home purchasing agent—the American woman. She controls the greatest budget yet known. She is the one to decide what automobile, what cereal, what rug or what soap enters her domain. That is why manufacturers more and more select the medium preferred by the housewife for their sales campaigns.

In Detroit, The News has been the home newspaper for more than half a century. Its special articles on household economy, interior decoration, health, recipes, beauty and domestic affairs have won for it the greatest audience in Michigan—a fact easily supported by the great volume of voluntary mail received by the women's editors, over 150,000 letters requesting information and aid so far this year!

Use the home newspaper of Detroit and cover the whole field thoroughly with one newspaper. The News' great circulation is concentrated in the local trading area and reaches practically every English-speaking home.

The Detroit News

The HOME Newspaper

350,000 Sunday Circulation-320,000 Weekly Circulation

ıl

r

le

Producing Sales Playlets for Twenty-five Salesmen

It Isn't True That the Sales Force Must Number in the Hundreds to Make These Playlets Practicable

By Percy H. Whiting

Manager, Retail Sales, Securities Department, Henry L. Doherty & Company

SALES MANAGER: "Let's steal some National Cash Register stuff, and have some sales playlets at our managers' conventions."

Assistant: "Shucks, you can't have playlets for a convention of

thirty men."

Sales Manager: "Why not?"

Assistant: "Too blamed much trouble. Who'll write 'em? Who'll put them on? Playlets are all right for a company like National Cash Register that has such big conventions it can afford to hire somebody else to act them. But not for our thirty men."

Thus began our argument over the question of how big a sales convention must be to justify some

sales skits.

After several years of intensive experiment, we are prepared to say that, if your convention numbers twenty-five people or more, brighten it up with some playlets. We have put on a playlet for as few as ten people—for as many as a thousand.

"But," you protest, "it's too much bother to put on a playlet for a handful of people. Who'll

write it?"

Our answer is "anybody."

Once you pass the word around that you want some sales skits, you are knocked out of your chair by the shower of contributions.

At a convention of ours this fall, we had eight playlets, (four serious-two semi-serious and two plum'-foolish) which were written by six men. One was written by a man who didn't finish high school, and who attrined his literary training as bookkeeper for a packing house; two by a man who was fired in his freshman year at college; two by electrical engi-

neers; the remaining three by an

ex-newspaper man.

For our purposes, those playlets were better than Will Shakespeare could have done, because they were filled with company jabs and organization wise-cracks that nobody could hope to know except the men who did the writing.

Here are a few simple rules for

writing a sales playlet:

 Determine what you want to prove. Write it down and stick to it, no matter what bright ideas you may subsequently have.

2. Select the best method for proving the point. A few possi-

bilities are:

(A) "How not to do it." In an effort to shame our managers out of talking too much at salesmen's meetings, we gave, in our recent convention, a burlesque sales meeting entitled "Talked to Death."

(B) "Before and After." First scene, how they are doing it now; second, how they will do it after some new plan is adopted.

(C) "The wrong way and the right way." Obvious but useful.
(D) "The Incident." One of our managers hit on a bright way to present a sales point. Instead of telling other managers about it in a speech, and letting most of them forget it forthwith, we reproduce the incident in the form of a playlet so dramatically that we defy them to forget.
(E) "The Burlesque." At each

(E) "The Burlesque." At each convention we have a burlesque "Scene in the Home Office," which always goes over big. This particular playlet is designed for amusement only, but the burlesque form is ideally suited to put over

sales ideas.

(F) "The allegory." In our recent convention, we had "Miss

Pershare," on trial for breach of promise, which gave us many chances for choice jabs. (Warning: The allegory form is not an easy one. Unless you have some real writers and actors at your command, it's safest to burlesque it.)

About forty other possible forms of presentation will occur

3. Determine on the action. Avoid long periods of dull con-

4. Write it. Be sure you get in

some "comedy relief."

"Yes," you protest, "but suppose I can't write funny stuff."

Well, here goes for a confession. I can't, either. So I have a little folder in my desk, labelled "Wise Cracks." I pick these up everywhere. After I have written a skit, I go back over it, and fit in a lot of these jokes. It is mere carpenter work but it gets the laughs.

5. Get your cast together, and read the playlet. Improve it when you can. Repeat this two or three times to get it into smooth, talkable dialogue. Cut out a lot of

language.

6. When everybody votes that it is in final form, have it copied, and then stick to it. A few years ago we got up a skit rather hurriedly. Every time we worked through it, we made a lot of changes. Each man changed his own script to suit himself. Then we put it on, practically without The result was though one man was playing East Lynne, one Hamlet, one Uncle Tom's Cabin, and one Al G. Fields' Minstrels. Unless you want four separate shows going on on one stage at one time, agree on a final form, get uniform copies and stick to them.

7. Work in your business.

P. S.—Belasco might not approve of the above order, but it has done well for us.

Now, the question that arises is: "Who will produce the playlets?" The answer to the question is: "Anyone."

Preferably, find somebody who has had some experience in dramatics-the "woods are full of 'em"-and let these experienced men serve as directors or leads, or

Remember, you don't have to be a Barrymore to act in a sales skit or a Belasco to direct it.

Just one warning. Be sure nobody is put on a cast whose voice cannot be heard above the normal racket of a normal sales meeting. which is at times "considerable noise." If the lines cannot be heard, naturally, the playlet flops. Some men just can't speak up. Don't use them.

When it has been impossible to recruit a cast from any one office, we have frequently sent script to several offices, with instructions to various men to learn their lines. A few hurried rehearsals—when the men gathered for the convention-assured a fairly smooth performance.

A few assorted rules follow. based on our experience with some twenty-five or thirty playlets, pre-sented for a total of from 500 to

600 performances:

(A) Lock up your cast the night before the performance, and don't let them out until it is time for them to go on the stage. It is highly embarrassing to be ready to shoot a piece, and to be short one or two actors.

(B) Appoint a general stage manager, and be sure he sees at least one dress rehearsal of each

(C) Have a curtain that works. When the script calls for "quick curtain," and it takes three men four minutes to drop it-well, you know the effect.

(D) Get a place free from interruptions.

(E) Get a raised platform, if possible, for the stage.

(F) If you must choose between a place much too large and one slightly too small (as so often happens in convention hotels) always choose the latter. A small audience is lost in a big house.

(G) Get a place free from noise, (Convention hotels often fail you in this respect, also.)

(H) A few foot-lights help. (I) If your script calls for a 8, 1026 all of ienced ds, or to be s skit e no-Voice ormal eting. erable of he flops. up. le to office. pt to ns to lines. when ivenper-

llow, some pre-

0 to

for

t is

hort

tage

at

ach

rks. nick nen you in-

if

beind ten

alall

en

a



In the home is where sales are made . . .

The Indianapolis News has been for 57 years Indianapolis' home newspaper, edited for the home, and delivered to the home. The News is delivered daily into more Indianapolis homes than both other Indianapolis daily newspapers together. An advertiser gets more than white space, circulated a definite number of times. He gets the use of the influence of The News in the home—where sales are made.



The Indianapolis News is by invitation exclusive Indianapolis member The 100,000 Group of American Cities

The Indianapolis News

FRANK T. CARROLL, Advertising Director

New York DAN A. CARROLL 110 East 42nd St. Chicago
J. E. LUTZ
The Tower Building

telephone, rig up a bell that will

(J) Have a cool-headed prompter. The cast may swear "We know our lines" but they are not to be trusted. And, nothing is more horrible than an absolute break-down in lines.

(K) Insist on a lot of rehearsals. They "make the show."

(L) In these days of sub-standard movie cameras, movie sales playlets are practicable. Our two attempts were rather lumbering, but the next ones will be better. In our experience, a picture is harder to produce than a playlet.

(M) Don't have any more "props" than you need but be sure

you do have these.

I shall refrain from giving any more rules, for fear some executives may think that these playlets are too difficult to produce. Actually, it is not only not difficult, but it is positively pleasurable. Convention playlets do call for considerable work, but they are worth fifty orations.

To show how we feel about it, in our recent three-day convention, we had two speeches and eight playlets. The rest was round-

table discussion.

New Account for Baltimore Agency

The Block Sand Blast Company, of Baltimore, has placed its advertising account with the H. Lesseraux Advertising Agency, of that city. A national campaign to promote the cleaning of large buildings by the sand blast method is being planned.

L. L. Menne with Markus-Campbell Company

Louis L. Menne, formerly with the Milwaukee Motor School, Milwaukee, has joined the Markus-Campbell Company, Chicago publisher, as advertising and sales manager.

Appoints Albert Frank Agency

The C. E. Mountford Company, New York, manufacturer of resistances for radio purposes, has appointed Albert Frank & Company, New York advertising agency, to direct its advertising account.

Arnold Anderson, who has been a member of the art department of N. W. Ayer & Son, has opened an art studio at Philadelphia.

Advertising Industry to Aid United Hospital Fund

Advertising interests are co-operating in a campaign for funds conducted by the United Hospital Fund. The United Hospital Fund is an organization for the purpose of raising the necessary money to keep in full operation New York's fifty-six non-municipal hospitala. Advertising and its related industries have been asked to contribute one dollars.

lar per capita.

The committee in charge of the fund for the advertising industry includes: Stanley Resor, J. Walter Thompson Co., chairman; Kerwin H. Fulton, General Outdoor Advertising Company; Stanley Latshaw, Butterick Publishing Co.; Malcolm Muir, McGraw-Hill Publishing Co., and John B. Woodward.

Rodney E. Boone Appoints A. L. Carmical

Rodney E. Boone, general manager of national advertising for the Chicago American, Detroit Times, Milwaukee Wisconsin News, Rochester Journal and Boston American and Advertiser, has appointed Andrew L. Carmical to direct promotional work on behalf of these papers. Mr. Carmical will continue as director of advertising promotion for the Chicago American.

G. H. Cilley, Managing Editor, Philadelphia "Record"

Gordon H. Cilley, who has been president of Cilley & Sims, Inc., Philadelphia advertising agency, has been appointed managing editor of the Philadelphia Record. He had been advertising manager of The John Wanamaker Store, Philadelphia, for sixteen years before the formation of the Cilley & Sims agency last year.

Egyptian Lacquer Account for Corman Company

The Egyptian Lacquer Manufacturing Company, New York, has placed its advertising account with The Corman Company, advertising agency, also of New York. Magazines and newspapers will be used.

"The Welding Engineer" Appointments

H. E. Saxton has been appointed advertising manager of The Welding Engineer, Chicago. Leo Ehlbert has been appointed advertising representative for Ohio and Michigan.

J. H. Wilson to Leave Jarnac et Cie

J. H. Wilson has resigned as president and manager of Jarnac et Cic, Inc., Chicago, perfumes and cosmetics, effective January 1, 1927.

Aid d

1, 1026

erating ted by United in for essary New spitals. ustries e dol-

fund ludes: mpson ulton, pany; Pub-

nts nager Chic-lwauurnal tiser. al to conomo-

Edibeen hila. been hilaveraker ears

for turced Corilso WS-

y &

ted ing has ta-



@ Vogue

The November 1st Issue of Vogue is entitled

NEW YORK WINTER FASHIONS

This number takes the Vogue reader through every great collection of fashionable winter apparel in New York.

Thirty-four years of such unparalleled service to the discriminating woman has brought to Vogue its style prestige and advertising leadership.

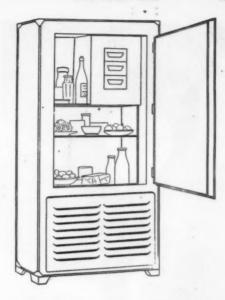
VOGUE

One of the Condé Nast Group All members of the Audit Bureau of Circulations

and the evid Her age

and new for volu fact dur tota

Bo



Are You "Following The Leaders" In Placing Your Boston Advertising?

The key concerns in almost every industry select the Herald-Traveler as Boston's most productive advertising medium, if the total lineage placed by agencies for their clients is any guide. In the advertising of foods, office equipment, of financial and manufacturers' equipment, building materials, magazines, household supplies and furniture, etc., the Herald total outstrips the field.

A newcomer to the advertising ranks is the electrical refrigerator, a product which appeals to the type of householder who appreciates the advantages of modern methods



1926

9

he ng eir ce d-

ds

and modern equipment, and who can afford to purchase the appliances that offer the conveniences desired. It is evident that electrical refrigerator advertisers believe that Herald-Traveler circulation gives the most adequate coverage of this group.

Frigidaire, Kelvinator, Rice, Coldak, Absopure, Servel and Copeland are names that stand out as pioneers in this new industry and it is noteworthy that each of these has for the first nine months of 1926 placed their greatest volume of Boston advertising in the Herald-Traveler. In fact the Herald-Traveler, daily and Sunday, has carried during this period 68,346 lines of such advertising, a greater total than that of all other Boston newspapers combined.



BOSTON HERALD-TRAVELER

For five years, the Herald-Traveler has been first among Besten daily newspapers in national advertising, including all financial advertising. For the first nine



menths of 1926, the Herald-Traveler carried 2,955,105 lines of national advertising, including financial, leading the second paper by 624,789 lines.

M

cu

ad

If you use printed advertising (and who does not?), and it doesn't quite square up with your ideas, why don't you say to him, or her (whoever handles your printing details), "try the Charles Francis Press on the next job"?

You have nothing to lose, and you stand to win something, whether it be a money saving or a sort of service that will be new to you.

CHARLES FRANCIS PRESS

461 Eighth Avenue

Telephone Lackawanna 4300

Printing Crafts Building, New York

Advertisers Have Newspaper Circulation Clinic

Members of Association of National Advertisers Discuss and Hear
Addresses on Newspaper Circulation Methods at Annual Meeting
—S. E. Conybeare Is Elected President of Association

SEVERAL years ago the Association of National Advertisers adopted a policy which called for a clinic on the circulation methods of one definite type of advertising medium as part of the program of its conventions. The first medium that had a clinic was the magazine; the next was the farm paper, and this year, at the convention held at Atlantic City last week, it was the newspaper.

Some weeks in advance of the convention the association chose three speakers, representing three different points of view to speak on this subject of newspaper cir-

culation.

Verne Burnett, secretary of the advertising committee of the Gen-Motors Corporation, was asked to speak from the advertiser's point of view, and to assume charge of the clinic. John M. Schmid, business manager of the Indianapolis News, who came into that office from the post of circulation manager of the same newspaper, and who for many years has been one of the important figures in the work of the organization made up of newspaper circulation managers, was asked to speak from the newspaper's point of view. The third speaker, John M. Fahey, president of the John M. Fahey Company, of Boston, and a former president of the United States Chamber of Commerce, was chosen to represent a midway point of view between that of advertiser and newspaper. Mr. Fahey holds financial interests in businesses that use advertising and in newspaper publishing properties.

Mr. Burnett in a preface to his remarks on newspaper circulation methods as seen from the standpoint of advertisers made clear the fact that he did not presume to talk as the spokesman of all advertisers. "No one man," he said, "is qualified to express the point

of view of all advertisers on newspaper advertising. But I do believe," he continued, "that the views expressed in the following talk will meet with the general approval

of many national advertisers. They are based on opinions of large buyers of space representing many industries."

From his study Mr. Burnett came to the belief that there are seven major problems before newspaper advertisers at this



S. E. CONYBEARE

time. His study, he took care to point out, considered newspaper advertising not only as a thing by itself, but also in its relations with other mediums.

His description of these seven major problems, in verbatim

form, was as follows:

(1) "I believe that there is too little information available regarding the relative merits of competitive newspapers. Usually the smaller the town the more meagre the information is. The Audit Bureau of Circulations has done a great job in the quantitative phase of circulation, but we are still groping as to the qualitative phase of circulation. Two newspapers each having 50,000 circulation in a city, with Audit Bureau audits, may have vast differences in actual sales value. Some accurate check upon the reader interest should be developed along several lines. For example, by the publisher furnishing a statement regarding the percentage of renewals. The real facts are too often obscured. In many cases high - power salesmanship has protected a weaker sister and impaired scientific space buving.

(2) "The need for more information on the small-town papers is great. The small-town market has great possibilities, but there is too little exact information available regarding this subject.

(3) "The physical appearance of advertising in practically everynewspaper is in great need of improvement. Flashy types, heavy borders, great splurges of ink on the part of local advertisers make it more difficult for a national advertiser to use the newspaper medium as much as he might. Many newspapers are getting such a predominance of local advertising compared with reading matter, that proper display for any national advertising of a quarter page, for example, is difficult.

(4) "Newspaper publishers could help the national advertiser by greater standardization in business practices, for instance, in eliminating the forced combination rates. No advertiser likes to be told that he must use both a morning and evening paper in a city, even though an attractive low rate is given by this combination. The advertiser would much prefer to be sold on the economy of such a combination rate, rather than be forced into it. He should have the option of using either morning or evening editions.

(5) "Some newspapers are in-

(5) "Some newspapers are insisting on cutting out their cash discounts. This is almost sure to result in slow payments on bills and create considerable havoc in the orderly conduct of business. It will also tend to make advertising agencies act as bankers.

(6) "Certain newspapers are charging rates which are too high for what they give. I have in mind two papers which we consider, after careful study, to have equal sales value for almost any kind of product. Yet one newspaper charges 50 cents a line, and the other 30 cents. The one which charges 30 cents is charging plenty when compared with other papers. Probably the one charging the very high rate will be forced to reduce its rate

or increase its circulation. The point of this paragraph is that there seems to be an insufficient standardization of charges.

(7) "Due to competition in numerous cities, some papers have forced their circulation far beyond their proper sphere by offering hundred thousand dollar prizes and by extending their circulation to remote localities. Forcing the advertiser to buy excess circulation from a local dealer standpoint is often very undesirable."

When he had finished with his listing of these seven major problems Mr. Burnett made the suggestion that the way to solve them was through meetings and discus-

sions with newspapers.
"I believe," he said, "that most large newspaper publishers, if they would sit down with us, and get our viewpoint, would gradually adopt the most vital points I have outlined. It is a matter of education to get over the viewpoint of the advertiser, and it may be a fairly long process calling for patience."

Mr. Burnett was particular to emphasize the need for patience and to caution his audience not to resort to the use of a threat of cancellation if they found that a newspaper did not immediately think as they did. "I am a believer in this attitude," he said. "The newspaper publisher is an important business man, with a large investment at stake. If anyone should come around and tell him that he must make certain reforms in the conduct of his business, he is more than likely to answer 'so is your old man' or some other comment, perhaps not so polite. The gathering together of facts, the crystallization of opinions and the proper presentation of the viewpoint of the publisher to the advertiser, and the advertiser to the publisher, should be the answer to all our problems."

Mr. Schmid's address on newspaper circulation methods was commented on and quoted from in PRINTERS' INK of November 11.

Mr. Fahey in his address asserted that "the cause of nearly all the present evils in circulation , 1926

The that ficient

have

dollar cir-Forc-

xcess

lesir-

his prob-

sugthem scus-

most

get aally have

ucat of

e a for

10

ence t to

of t a

tely

The

in-

one im ms he so

her ite.

ets, and wadthe to

as in

ly

"THIS little trip thru Zone Seven has given me an entirely new slant on the subject of newspaper dominance in the Chicago trading territory."

-From a letter to the Evening American from a prominent Chicago Advertising Agency Executive.

The little trip referred to was "made" in a folder published by the Chicago Evening American entitled: "Out Where the Blue Begins." It shows the absurdity of any Chicago newspaper claiming to be able to deliver the buying power of communities outside the true Chicago market.

Write for a copy if you haven't received one. It's worth reading—and STUDYING.

CHICAGO MA AMERICAN

A good newspaper

Non

methods is the striving for mere numbers, irrespective of values—the cry for 'mass circulation' on

the part of advertisers.

"You advertisers," he continued, "are more to blame than anyone else. Your president, Mr. Hall, in an admirable address on this subject a short time ago, told the truth when he said; 'My first ac-cusing finger must be pointed to the advertiser, to the members of the Association of National Advertisers who are demanding circulation and more circulation without giving adequate thought to what lies back of this demand for more circulation.' He pointed out truly 'that most of the publishers who have resorted to methods which are decidedly bad would gladly discontinue these methods were such a policy favored by buyers of advertising.' He told the story of a publisher forced by conditions into an unsound circulation campaign by his competitors, 'not because he wanted to do it, but because he was forced to do so by the attitude of space buyers.'

"I am sure," Mr. Fahey continued, "Mr. Hall is right and that most newspaper publishers have no sympathy with fantastic schemes intended only to soak the adver-

tiser.

"Because of all the emphasis which is placed upon mere figures. and the increased rates which publishers find they can obtain at the higher circulation levels, there has been an alarming increase in unsound circulation methods in recent years in various parts of the country. So long as a publisher can spend, let us say \$50,000, in manufacturing 'decoy' circulation and in a single year get back \$100,-000, through increased advertising rates, you advertisers are holding out a very great temptation to him."

The most prevalent bad tendencies in newspaper circulation methods, in the opinion of Mr. Fahey, can be divided into two classes. Those classes, as he de-

scribed them are:

First: Those methods which appear to be respectable, and for which plausible defenses may be set up, but in truth are unsound.

"I think," said Mr. Fahey, "the methods of this class are responsible for most of the fog and extortion."

Second: Methods which must be characterized as nothing but conscious and deliberate fraud, no matter how they may be explained.

Concerning this class he said: "I do not think these methods, while altogether too generally used. account for so much loss and waste as those in class one."

After admitting the existence of evils in newspaper circulation methods, Mr. Fahey asked his audience: "What can you do to better conditions?" This question he answered himself by offering a suggestion and by asking more questions.

"In my opinion," he said, "one of the most useful and constructive things the Association of National Advertisers can do is to make a thorough investigation and study of newspaper circulation methods. and secure the establishment of Standards of Value by which newspaper circulation may be judged." He then continued:

"It is a matter of education for all your members and for the business men of the United States who are footing the bills. The average president or general manager of a great corporation finds himself in a fog when confronted with the advertising problem. He knows nothing about the mysteries of circulation or alleged circulation. This is true also of too many sales managers, advertising managers and space buyers.

"What kind of circulation represents the highest value? Is that which is distributed in an area from which at the saturation point, you can secure but 10 or 15 per cent of sales, worth as much as circulation in the central market where 85 to 90 per cent of the possible business lies?

"What is the relative value of carrier-delivered circulation and street sales? What about early forenoon editions of evening papers, which can only be glanced at by hurried readers, compared with newspapers delivered directly into the home?

"How much good is the early

"the sponand st be conno ined.

said: nods, used, vaste

tion

to to tion ag a nore one tive

e a tudy ods.

of nich be for usi-

who age f a in

ad-

on.

les

ion Is rea int,

as ket the of nd rly ng ed ed tly The MACFADDEN PUBLICATIONS, Inc.

Announce The Appointment Of

VINCENT D. ELY

as WESTERN ADVERTISING MANAGER of

TRUE STORY

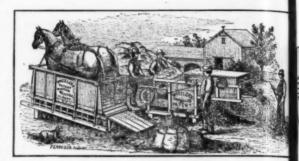
168 N. MICHIGAN AVENUE CHICAGO

NEW YORK · BOSTON · ATLANTA LOS ANGELES · SAN FRANCISCO SEATTLE

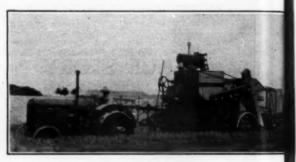
[Effective December 1, 1926]

No

Γh



1860 The Tread-Power Thresher



1926 The Combine Harvester-Thresher

8, 1936



The progress of The Country Gentleman is as great as the progress of the farmers who are its readers.

and so's your old fashioned blarney, we say to the newspaper that claims exclusive coverage in a metropolitan marketthe Detroit Times may lose some business by ducking "one paper buys" but we like the long run profits from successful advertisers edition of the morning paper distributed to theater crowds late at night compared with the morning paper which is left on the door step or purchased by the commuter with thirty minutes ahead of him on the train and a real chance to read?

"What should you do about paid 'representation' on streets and stands and circulation which is 'eaten' by dealers and newsboys representing papers which are

never read

"Is the combination rate justified under any circumstances?

"What is the advertising value

of fake extras?
"Is the 'non-returnable' newspaper more valuable than that which allows full returns."

When he had asked these additional questions he said: "These and corresponding circulation questions demand attention and they will never be dealt with justly and courageously, except by an association such as this. Only those who buy advertising will cure present abuses and careful consideration of these problems by them will yield large dividends in better service and less wasteful distribution of goods."

These three addresses and the discussions from the floor which followed them resulted in the passing of a resolution calling for a study by the association of the following seven points on news-

paper circulation:

(1) More information on the relative markets of competing newspapers.

(2) More information on papers

in smaller towns.
(3) Improvements of physical appearance of advertisements in newspapers.

(4) Forced combination rates.

(5) Cash discounts.

(6) Methods of determining relative value of line rates.

(7) Forced circulation both inside and outside of the marketing

Questions concerning the work of the Audit Bureau of Circulations and its reports came up a number of times during the discussions. Such questions were invariably answered from the floor by O. C. Harn, of the National Lead Company, president of the Audit Bureau and a member of the association. On several occasions Mr. Harn, speaking for the Audit Bureau, made the statement that the Bureau was guided in its tasks by a desire to be of service to the majority of its members and that it could not undertake work which would be of benefit to only one advertiser or a small group of advertisers at the expense of the majority. "The Bureau," he said, "would gladly entertain any proposal for changes in its work or its statements if such proposals came from a large group of advertisers."

An indication of the interest of members in the discussions on newspaper circulation is to be found in the fact that this subject received more attention than any other single topic in an address made by the new president, S. E. Conybeare, at the close of the

convention.

In his remarks on this subject

Mr. Conybeare said:

"It is our plain duty to our firms to study newspaper circulations as we have never studied them before. We must set up a more complete measuring stick than mere circulation figures to determine the advertising value of the news-The use of papers we employ. newspaper space by national advertisers has grown to such an extent that newspapers are an important part of the mechanism of distribution and marketing. Newspapers, therefore, must develop their circulations to fit their markets, in order that they can deliver effective circulation to advertisers at an economical cost.

"If we are to measure effective circulations, we must study editorial appeal. Today some huge circulations are being built up on the basis of catch-penny features, rather than genuine reader influence. Our newspaper friends have claimed that the advertiser is not always logical in the selection of mediums. They tell us very frankly that we do not know what we want. Apparently, we ask only for large circulation at low cost, and they have been endeavoring to

give this to us. Right here is where we must continue the association's policy of sitting down with our newspaper friends, and with their knowledge of their own business to guide us, endeavor to set up some sort of a measure of advertising value of newspaper circulation, other than that of gross coverage.

"In our discussions with our newspaper friends we, with our point of view, can explain to them the need for their co-operation in conserving the 'sales-through the advertising dollar' by working with us to avoid waste that comes through the special edition, the waste that comes through free puff departments, particularly notorious in the automobile field, the cost of which must be provided from the price charged for the advertising. We must ask them to work with us in the cleaning up of the typographical appearance of the newspapers, in order that advertising may have a better chance to be seen and get its message across. If selling through advertising continues, it must prove itself an economical method of distribution. The publisher must work with the advertisers to deliver effective advertising at a reasonable cost.

"Every one of us appreciates the growing evils of morning-evening combinations. As one of our speakers mentioned, we should not like to be forced to buy two pairs of red flannels with a suit of clothes, at an added expense. We should not be forced to buy two newspapers because the owner happens to have space in another paper that he wishes to get rid of There are also several other situations that must be analyzed. We should continue the association's policy of studying the problem with our feet under the same table with the newspapers. interests are common.

In this address there was an indication that the next clinic on circulations would concern itself with outdoor advertising. That indication was given in the following statement:

"As we turn to the field of outdoor advertising, we see a need here also for a frank interchange of opinions and ideas. The situation in this field shows marked improvement over the condition prevailing a short while ago. But as advertisers, we are conscious that our cost of using outdoor advertising is increased by the constantly growing percentage of so-called 'special locations,' and by the number of displays in poorer sections where the circulation secured is of little or no value to us.

"Our friends in the outdoor advertising field also need to study with us how the advertising dollar spent with them can be made to do a better job."

Expressions of satisfaction with the progress which the association had made in its work with farmpaper publishers and with advertising agencies also were contained in this address.

In his remarks on the work of the association with farm-paper publishers, Mr. Conybeare said:

"It has been very interesting during the last year to note how frankly the publishers in the farm field have evidenced their willingness, even eagerness, to sit down with the national advertisers and discuss with us their problems as well as our problems. These publishers frankly admit that certain abuses have crept into their business in the struggle in this field due also to the scramble to build up large circulations. Too often this struggle results in abuse in the use of premiums, clubbing offers, and various other means of forcing circulation. The paper publishers have made their point that a share of the responsibility for such conditions lies with the advertiser who is not willing to dig a little deeper in his study of circulations than gross circulation figures. The publishers in this field realize that it is to their interest as well as ours for them to deliver effective circulation based upon reader interest."

In his reference to advertising agents, Mr. Conybeare said:

"I believe that during the last year we have seen more clearly than ever before that national advertisers and their advertising agencies must work sympathetiThe Guehing Tolorld

NEW YORK

A Bright Light in The Evening Sky!

THE EVENING WORLD during the month of October gained 47,830 lines of Dry Goods Advertising—the only standard sized New York newspaper, morning or evening, to show a gain in this classification.

For many years THE EVENING WORLD has been the advertising backbone of the leading Department Stores of New York. It is the newspaper that the merchants of the greatest retail market in America depend upon to move merchandise of every character. It has been subjected to every test applicable to the productiveness of advertising, and its steady gain in Dry Goods lineage is eloquent proof that it has met every such test applied by the most important single group of merchants in the United States.

A newspaper that can sell the thousandand-one products that enter the modern household—that can equip the home from cellar to roof and clothe and feed the New York family—can sell motor cars, or radio equipment, or any other product, whether a luxury or a necessity, designed for general consumption.

PULITZER BUILDING NEW YORK TRIBUNE TOWER



The Favored Evening Newspaper in the New York City Home

change situaed imn pre-But as s that vertis-

8, 1026

called numctions is of

study

with iation armdverained

k of paper 1: sting how farm linglown and s as pub-

tain ousifield wild ften in bing s of rmheir

nsivith ling udy ulathis into

ast rly ading

ti-

sed

cally together with other interests in the solution of some of the vexing problems that have arisen in the relationship existing between advertisers and advertising agencies. The interchange of points of view that have taken place with our friends in the agency field has been helpful. We need to step back a little from our own immediate and individual problems and gain a truer perspective of the mutuality of interests of advertisers and advertising agencies in general, and in a spirit of tolerance find ways of working together for the good of advertising. In this connection we commend the contribution which the American Association of Advertising Agencies has made to advertising in the research studies of Dr. Starch. Let us continue to study together the big, fundamental problems of advertising to the effect that those who pay for advertising and those who help make advertising pay, can contribute definitely to better and more economical distribution.

On several occasions the new president pledged himself to continue the policy of co-operation with other advertising organizations and interests as instituted by the association's retiring president,

Edward T. Hall.

A highly unusual feature of the convention was an address delivered in three parts at three different sessions by Dr. John B. Watson, vice-president of the J. Walter Thompson Company, on the psychology of advertising and selling. These three addresses might best be described as classroom lectures on a system of psychology intended to supply writer of advertising copy with a background of material and information with which to measure the appeals he uses.

Dr. Watson, during the course of one of these lectures, stopped to remark that, in his opinion, the understanding and grasp of psychology to be found in advertising "is better—far better—than that which is being taught in col-

leges and universities."

An address made by Frank H. Cole, advertising manager of Peter

Henderson & Company and owner of a retail store in Asbury Park, N. J., on "What a Retailer Needs and Wants in Sales and Advertising Help," appears elsewhere in this issue of Printers' Ink.

Other addresses and reports on addresses made at this convention appeared in PRINTERS' INK of

November 11.

At the annual dinner of the association addresses were made by Robert C. Benchley of Life and Dr. W. E. Lingelbach, chairman of the history department of the University of Pennsylvania. Dr. Lingelbach ventured the opinion that eventually the entire world would use the English language, due to the commercial supremacy of the United States and England. In addition to electing S. E.

In addition to electing S. E. Conybeare as its president, the association elected the following

vice-presidents:

W. A. Hart, director of advertising, E. I. du Pont de Nemours & Co., Inc.; Verne Burnett, secretary of the advertising committee of the General Motors Corporation; Arthur H. Ogle, advertising manager of The Wahl Company.

Newly elected directors of the

association are:

W. K. Burlen, advertising manager, New England Confectionery Co.; C. F. Beatty, advertising manager, New Jersey Zinc Co.; T. F. Driscoll, advertising manager, Armour & Co., and Everett Smith, advertising manager, Fuller

Brush Co.

Hold over directors of the association are: F. Dickinson, advertising manager, Hupp Motor Car Corp.; R. N. Fellows, advertisingmanager, Addressograph sales Co.; C. Gazley, assistant general sales manager, Yawman & Erbe sales manager, Yawman & Erbe Mfg. Co.; B. Lichtenberg, assistant director of advertising, Alexander Hamilton Institute; E. T. Hall, vice-president, Ralston Pur-ina Co.; Evan E. A. Stone, advertising manager, Chemical Products Division, Standard Oil Co. (N. J.); W. W. Wachtel, advertising manager, Loose-Wiles Biscuit Co.; and P. B. Zimmerman, advertising manager, National Lamp Works of General Electric Co.



18, 1926

ention K of he asde by e and irman

f the Dr. ninion world uage. macy land . E

the wing lverours ecreittee

orartisomthe

anery ing 0.; anrett

ller SOerar IIph

market.

al be is-X-T. r-

g

rts







CULF MEXICO

Headin' South!"

Along the white-beached crescent of America's Riviera lies a market actually and potentially too profitable to remain unsung.

In the summer months Southerners crowd its hotels and villas to enjoy the sea, and in the winter from the Great Lakes, from New England and the Rockies others are "headin' South" to find summer's genial warmth again.

Resulting enhancement of values, notably on the Mississippi Coast in the past two years, has for background agricultural, industrial and commercial wealth, that guarantees dependable prosperity. In one county alone bor-dering Mississippi Sound farm property is valued at \$2,654,253, farm products at \$672,015, and manufactured products at \$6,591,693.

Public and private improvements running to a total of \$55,000,000 are under way or authorized on the Mississippi Coast. As for New Orleans and the Gulf Coast, it takes ten passenger trains a day,

each way, to take care of Gulf Coast traffic to and from the city. And The Times-Picayune is the only metropolitan newspaper that covers this able-to-buy and in-the-habit-of-buying

In New Orleans, The Times-Picayune has, and has held for years, the greatest circulation, city and market-radius, daily and Sunday, and home delivered, of any New Orleans newspaper.

The Time

Representatives: Cone, Rothenberg and Noee, Inc. Pacific Coast Representatives: R. J. Bidwell Co.

Nov

You Can't Cover the National Farm Field Without Capper's Farmer

- —You need its coverage in the most tradeful states of the Union.
- —But more than that you need its influence—no matter what else you use.

apper's

SELL
-THISTERRITORY

Capper's
Farmer

TOT

es

0

Once More —and Yet Again

Capper's Farmer for the sixth successive year has made a gratifying gain

- -in advertising lineage
- --in circulation
 - -in pages printed
- -in influence and prestige

There's a reason—there are a hundred reasons—but

Careful advertisers have proved that Capper's Farmer is profitable to them. It is peculiarly close to its readers; jobbers and retailers know and value it, and it pays.

We're not boasting, but watch us in 1927.

Published at Topeka, Kansas, by Arthur Capper

M. L. Crowther, Adv. Mgr. 120 W. 42nd St., New York City 815,000 Circulation

Appa

will mitte resist fice early

mitte nesda was order recei depa

the f

tion tion

men Pe

New the

rate sien the spec

Post

reco

som

clud

duce

iour

read

tinu

WOU

froi

that

mac

alor

of ·

if 1 on

the Aft

can

"The crying need of the National Advertiser today is an economical means of turning the tide of demand into the right channels of supply at the point of purchase."



You have frequently been vexed to learn of prospects actually trying to buy your merchandise from dealers who substitute something "just as good."

You have also probably felt that some day someone would present a plan which would make it possible for prospects, convinced by national advertising that they want the merchandise, to readily locate the dealer who sells it.

If you are not securing all the sales which your national advertising and merchandising should produce, let us submit the details of our plan for making the nearest dealer handling your products, easily accessible to your prospects. Our new service is nationwide.

R. L. POLK & CO.

National Advertising Representatives

ASSOCIATION of
NORTH AMERICAN DIRECTORY
PUBLISHERS

524 Broadway

New York City

The Outlook for Lower Postal Rates

Apparently, the Post Office Department Will Oppose Suggestions for Reductions

Washington Bureau of PRINTERS' INK OWER postal rates during the present session of Congress will be secured only if the committees and Congress overcome the resistance offered by the Post Of-This fact was fice Department. early apparent during a brief hearing of the Special Joint Sub-Committee on Postal Rates, on Wednesday of last week. The meeting was called by Senator Moses in order that the committee might receive the statistics prepared by the department on its business for the fiscal year of 1926; but whether the figures submitted substantiated the department's recommendation apparently was a serious question in the minds of committee members

Postmaster - General Harry S. New informed the committee that the department had recommended certain minor changes in existing rates. These changes involve transient second-class, postcards and the special handling charge for special delivery. Attention of the Postmaster-General was called to the fact that these changes were recommended by the committee some months ago, and were included in a bill which was introduced just before Congress last adjourned. Postmaster-General New readily admitted this and continued:

ie

d

"Except for these changes I would urge upon the committee, from the department's standpoint, that no other changes in rates be made at this time. We are working along on the present basis with fairly satisfactory results, that is, satisfactory from the standpoint of the department. I believe that if let alone we can put ourselves on an even keel financially within the next two years at the farthest. After that is done I believe we can consider the question of changes in the rates from a better point of vantage than we can under existing conditions."

At this point, the chairman asked if the Postmaster-General had given consideration to several suggestions that have been frequently thrown out in the course of discussion by the committee. mentioned particularly the franked and penalty matter, and recalled that the Postmaster-General had intimated that the postal deficit might be brought down to \$13,-000,000, and then asked:

"As I recall, \$13,000,000 is about the cost of the free-in-county, franked and penalty matter, is it not?"

Postmaster-General New admitted that it was, approximately, but added that methods of bookkeeping had a great deal to do with the estimate. A. W. Watts, chief clerk at large of the Railway Mail Service, testified and said:

We have just concluded a cost ascertainment for 1926 so far as the revenues and statistics are comcerned, and we are satisfied that in the fiscal year 1926, for instance, we had 15,300,000,000 pieces of first-class mail producing a revenue of \$321,000,000.

"The average revenue per piece in 1926 is 2.10442 cents. In 1923, before the change in postal rates, and the last year in which we have accurate data on these points, the rate was 2.06495 cents per piece on first-class mail.

"Now applying this rate of 2.06495 cents, which was the 1923 rate, to the pieces actually handled in 1926, the mail at the old rates is shown to produce but \$315,941,-977.04, which is \$6,039,513.51 less than the revenue we actually re-Hence, ceived. we considered clearly that this \$6,000,000 is increased revenue due to the new rates on the present postal business in the first-class mail."

This condition was questioned by

No

Senator McKellar, and discussion brought out that the average annual increase for postal business is between 6 and 7 per cent, but that individual years have run as high as 19 per cent. Then, to illustrate the accuracy of the methods used in estimating by the department. Mr. Watts explained:

"Our total estimate in February, 1925, was that the new rates would produce \$58,224,516, while this calculation produced \$57,229,374 on the actual business that we retained." Then, in answering questions, Mr. Watts said that the revenue collected for 1926 is \$660,000,000, and that the deficit is approximately \$39,000,000.

Later in the hearing, Charles H. Stephenson, superintendent of the office of the executive assistant, took the stand, and apparently the most important testimony he offered concerned third-class matter. Senator McKellar introduced the subject by asking the witness if third-class matter continued to fall off in number of pieces during the last half of the fiscal year of 1926 as it did in the first half.

Mr. Stephenson expressed the opinion that it did not. He explained that he maintains a chart of the distribution of third-class matter in the Chicago Terminal Railway Post Office, which indicated that the distribution during the last half of the fiscal year 1926 held up better than it did during the first half of the year.

"In other words," Senator Mc-Kellar asked, "we got more circular mail?"

"Yes," answered the witness. A special memorandum was submitted by the Postmaster-General and made a part of the record of the hearing. Its first paragraph reads: "The financial statement of the postal service for the fiscal year 1926, shows the total revenues to have been \$659,819,801.03, this being a net increase of \$60,228,-323.49 over the revenues for the fiscal year 1925."

The same memorandum shows that, as sources of revenue, during the fiscal year of 1926, the first-class mail produced \$321,981,490.55; the third-class, \$69,348,728.75; and

the fourth-class, \$144,466,065.46. From an attached table the following statements of revenue for the fiscal year of 1926 are taken:

National Advertising Campaign Planned for Oklahoma

Oklahoma is planning to launch a national advertising campaign through The Oklahomans, Inc., a division of the State Chamber of Commerce. "The Land of Perpetual Prosperity" has been adopted as a slogan. A fund of \$200,000 already has been raised for the campaign, which has as its goal a fund of \$675,000.

This campaign has been divided into two parts: A national program for the greater development of industries, farming, marketing and to bring new business blood into the State, and a State-wide drive for the selling of Oklahomans on their State.

Advertisements are to be placed in magazines of general interest to appeal to the young men of the nation to show them that Oklahoma is a land of opportunities for starting out in life and the establishing of homes.

Technical, manufacturing and sales magazines will be used showing the advantages of Oklahoma as a place for branch factories and sales distribution points. Investors are to be reached through advertising in financial magazines and newspapers. A special campaign is being planned to reach farmers of other States such as Iowa, Kansas, Missouri and Nebraska. It will tell the farmers that they can make more from investments in Oklahoma land.

the farmers that they can make more from investments in Oklahoma land.

All advertising copy is to be based on facts which are to be gathered from industrial surveys. Generalities will be avoided.

R. W. Hobbs with Armour & Company

Ralph W. Hobbs, recently advertising manager of the Northern Pacific Railroad, with headquarters at St. Paul, has joined Armour & Company, Chicago, as regional sales manager. He formerly was with the Pierce Advertising Agency, Fargo, N. Dak.

Jose M. Govin Dead

Jose M. Govin, publisher of El Mundo, Havana, Cuba, died at that city on November 14, at the age of fifty-eight. He was a brother of Rafael R. Govin, former president of the New York Journal of Commerce.

8.1006

065.46, ollowor the

.348.77

997.41

276.35

129.33

paign

rough in of "The

has ad of for oal a

into for tries.

new

id a

d in opeal t to land

life

ales

the for tion

hed

am-

sas, tell ore

sed

he

S

ul,

Te

a ach a

Does your Traveling Salesman Sell or Just Travel?

A salesman's mileage will show on his expense account but not in his order book. The number of his customers, the size and frequency of their orders are a better measure of his selling ability.

The territorial boundaries of a newspaper's circulation are not vital. Products are sold to people not to territories.

Compare your distribution in New Orleans with your rural distribution in Louisiana. This will convince you that the 80,000 city circulation of the Item-Tribune is the biggest, best and most profitable investment you could make in New Orleans.

The Item reaches five out of seven and The Tribune three out of seven families in New Orleans who read any newspaper.

Item-Tribune.

National Advertising Representatives: GEORGE A. McDEVITT CO.

250 Park Avenue, New York

Peoples Gas Building, Chicago

Nov.

Pickles and Other Things

GENERAL OUTDOOR ADVERTISING COMPANY

MINNEAPOLIS. MINN. Editor of PRINTERS' INE:

I would like very much to have references from you to articles in Printers' Ink within the last two or three years which would be of particular interest in working out a plan for an advertising campaign on pickles.

General Outdoor Advertising

COMPANY J. A. QUINT. National Sales Department.

WHILE pickles naturally sug-W gest Heinz of Pittsburgh, other names have become famous in connection with the same juicy morsel. There is Mrs. E. G. Kidd, of Richmond, who made pickles in her kitchen under a guarded recipe for church fairs and for her own pin money and won a reputation among her neighbors for her fancy spicing. Her little kitchen grew larger; Pin Money Pickles promised to furnish the living for the whole family: her husband gave up his life insurance business; her son joined the company; a larger kitchen was built and later swallowed up the house-becoming in fact, a six-story building turning out pickles for a larger and larger circle of admirers. As a matter of record, it is well to remember that, general belief to the contrary, Heinz, back in 1869, didn't start with pickles but with horse-radish, pickles being number two of the famed 57 varieties.

We have told our correspondent about pickles and have sent him a bulletin special service which covers the advertising and merchandising of food products sold through grocery and delicatessen stores. And yet, his pickle man may get his best merchandising idea from a totally different busi-

We on PRINTERS' INK are continually being reminded that there is nothing more pliable than an idea. A manufacturer of pancake flour obtained a far-reaching idea from the experience of a life insurance executive, as recounted in PRINT-ERS' INK. The Knox Hat Company told us a few years ago that

the idea which it felt was most responsible for its new merchanresponsible for its new merchandising plan was received from an article in Printers' Ink describing the methods of the R. M. Kellogs Company, grower of strawberry plants. One never can tell where an idea will end. N. A. Hawkins. then with the Ford company, told us how he once used successfully in a stove manufacturing plant an idea he received from the millinery husiness

Business principles and ideas are of universal application. That is why the manufacturer who reads the experiences of other men who may not be in his own line of business and searches in their experience for an idea which he can adapt to his own, often succeeds in growing more rapidly than a man who looks only at precedent in his own field. So it is with pickles, pancakes, stoves, hats and strawberry plants. Ideas are the motive power of American business success. And there is no telling from what source the big, idea for an industry may come. It pays to study them all.-[Ed. PRINTERS'

P. T. Irvin Joins Bemis & Call

Paul T. Irvin, who has been manager of the small tool department of the Greenfield Tap and Die Corporation, Greenfield, Mass., has joined Bemis & Call, Springfield, Mass, wrench manufacturers. He will be in charge of sales. Louis Battey succeeds Mr. Irvin with the Greenfield company.

New Record for Sherwin-Williams Sales

The sales of the Sherwin-Williams Company, Cleveland, totaled \$58,483,133 in the fiscal year ended August 31, 1926. This represents an increase of \$3,316,553 over the sales of the previous year and establishes a new record for that company.

Raw Fur Account for Bergen

Agency The Moser Fur Company, St. Louis, receiver of raw furs, has appointed the Bergen Advertising Company, of that city, to direct its advertising. Farm papers and weekly farm newspapers will be used.

Margaret Weimer, recently with the Washburn-Crosby Company, Minne-apolis, has joined the Boston Traveler.

Is THE AVERAGE
BUSINESS MAN
A BABBITT

An answer to the shell rimmed intelligencia— "In Defense of Business Men." In

JUCCESS MAGAZINE NOW ON SALE!

1, 1926

most chanm an ribing ellogg berry where

where kins, told fully at an

s are at is eads who busiexcan

dent with and the ness

ling for s to ERS'

ianof oraned

ned ss., in eds ny,

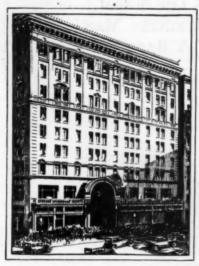
ms 33 31, of re-

is, lie at mi

n

er.

The Dixie Terminal



South

real

orr

en

th

h th

nar

ani

lere

nd

he 1

he i

ft

s p

brm

ta atio

ead

re

tic

fte

ypi

or

ste

op

The Ohio River. once the dividing line between the United North and the Solid South is now the common artery through which flows the life-blood of the industry and agriculture of a solid and united North and South. Steel and iron from Pennsylvania and Ohio, coal and timber from West Virginia and Ken-

tucky, meet at the great inland port of Cincinnati, where they are distributed by water and by rail throughout the inland empire of the Mississippi Valley. In the very heart of Cincinnati stands a noble building, the acknowledged clearing house for this vast regional traffic. Its very name, the Dixie Terminal, indicates its character and its function.

Into the lower levels of the Dixie Terminal enter the interurban traction lines which span the Ohio, making the

CINCINNA

Member Audit Bureau of Circulations

CHARLES P. TAFT, Publisher C. H. REMBOLD, M 18.1926

River.

viding

en the

th and

uth, is

rough

s the

of the

d agri-

solid

North

Steel

from

a and

and

West

Ken-

where

it the

heart

edged

ame.

tion.

nter-

the the

D, M

alt the Gateway to the

easant cities of northern Kentucky organic parts of reater Cincinnati. Through its spacious concourse every orning, tens of thousands of the best citizens of Old entucky throng into the offices and stores and factories the city in which they find employment.

n the upper stories of the Dixie Terminal are the headuarters of great mining corporations and lumber comanies, of blast furnaces, rolling mills and coke ovens. fere the wealth of the Virginias, Kentucky, the Carolinas and Tennessee is brought to a focus together with much of he treasure from the mountains of Pennsylvania and of he forests, fields and factories of Ohio.

of the people employed in the Dixie Terminal Building, a principals, as executives, as clerks or in unclassified orms, of work, 82 out of every 100 read the Timestar regularly. More than eight out of every ten—a atio almost identical with that of the total number of eaders of the Times-Star to the total population of freater Cincinnati! This is more than the combined circution of the leading morning newspaper and the second fternoon newspaper in the same building. Yet, it is only ypical of the conditions in all the important down-town ffice buildings in Cincinnati.

or the advertiser, whether local or national, who is intersted in reaching the Cincinnati market, it is unnecessary opoint the moral to adorn this tale.

IMES-STAR

L. Marsh, Eastern Rep. mswick Bldg., New York Kellogg M. Patterson, Western Rep. 904 Union Trust Bldg., Chicago



Addressing the American Association of Advertising Agencies, H. H. Charles, President of the Charles Advertising Service, New York, made this statement:

"Much of the dissatisfaction on the farms is because the women folks feel that they do not have the conveniences and comforts that the men have to handle the work. But advertising can correct this."

From running water to running automobiles, farm women are insisting on the better things of life.

A large percentage of the more insistent of this group will be found among more than 800,000 subscribers to the only farm woman's magazine.

FARMER'S WIFE

A Magazine for Farm Women

Webb Publishing Company, Publishers St. Paul, Minn.

Western Representatives Standard Farm Papers, Inc., 307 N. Michigan Ave. Chicago, Ill. Eastern Representatives
Wallace C. Richardson, Inc.,
250 Park Avenue
New York City

Member Audit Bureau of Circulations

The

happ a bra made turin Me. Thence this,

> pere see Lady Tl know a si mea inch

> > T

whice Pepp

larg qual had out shee tised of c cept Pep prace

have five have toda The pan char ber

was

New nati cest

Lady Pepperell Kept a Careful Eye on Mr. Retailer

The Pepperell Manufacturing Company Found That It Pays to Consider the Retailer at Every Stage of Advertising and Merchandising

By Allyn B. MacIntire

New England Manager, Barton, Durstine & Osborn

LADY PEPPERELL—for the benefit of those who do not happen to know it—is the name of a brand of sheets and pillow cases made by the Pepperell Manufacturing Company, of Biddeford,

This company has been in existence since 1845. From that day to this, it has made sheets, all of which have carried its own label—Pepperell Sheets. Mark that "Pepperell Sheets"—you will shortly see where that is one sheet and Lady Pepperell is another.

The Pepperell Sheet is what is known in the textile industry as a sixty-four square sheet. That means sixty-four threads to the inch in the filling and the same number in the warp.

There had always been a very large demand for a sheet of this quality and grade and Pepperells had a very wide demand throughout the entire country. These sheets were more or less advertised in magazines—for the point of our story you will have to accept my statement that the name Pepperell was very well known in practically every home in the

The world has progressed. Times have changed. In the last four or five years, the standards of living have stepped up and the demand today is for a better quality sheet. The Pepperell Manufacturing Company placed a new treasurer in charge of the company in November 1924. Russell H. Leonard was that man.

Mr. Leonard was aware of the trend in sheets. He knew a sheet

of a higher grade than Pepperell was needed and so he set about to make it.

At that very point Mr. Leonard put us to work for him. We happened to be appointed his advertising agents. Any other concern might have come along and done exactly the job we did, but the point that I want to make is that Mr. Leonard got us in at the beginning—at the very inception of the

We analyzed all our competition. This required calls on wholesalers, retailers and housewives. All this was necessary to get a clear picture of the quality of sheet demanded and to determine whether there was room for another sheet.

We found out plenty of things. I can assure you of that fact. We knew the price class into which we must fit a sheet to answer the demands of the women of this country as reflected by them directly, through retailers and through retailers to wholesalers.

The next question to decide was whether Pepperell would make a sheet that would be the same count as our competitors but which we could sell at a lower price, or whether Pepperell would make a higher count sheet and sell it at the price women were paying for the popular higher quality sheets.

QUALITY FIRST

It was decided to view it from the quality angle first and give the woman more for her money in Lady Pepperell than she could get in any other sheet at the same price.

So Lady Pepperell was made with a count of 68x76 to sell at the price women were paying for 68x72 sheets.

Throughout all this I have men-

^{*}Extracts from a talk delivered November 9 before the convention of the New England Division of the International Advertising Clubs, at Worcester, Mass.

No

tioned the name Lady Pepperell. But-remember that up to this point the sheet had no name.

While all this surveying, studying and investigating was going on we were giving serious consideration to the guestion of a name.

Two important questions entered into the selection of a name.

The name Pepperell was well-known throughout the country. But it was associated with a sheet of lower price than the sheet we were about to bring out. The questions then were—shall we select a name that would trade on the popularity of the name Pepperell or shall we have a name that would have no relation to the name Pepperell?

Heretofore, sheets and pillow cases have been packed in lots of one dozen, each sheet bearing a paper label which is taken off the first time the sheets are used. In other words, all identity is lost. The woman doesn't know what sheets she has or anything about them unless she sticks to one particular brand and has never used any other.

We wanted to trade-mark Lady Pepperells. But to trade-mark them simply because of the value to us was out of the question.

What could we do to trademark them in such a way that the woman would benefit by the trademarking?

You women who keep house and you men who are familiar with the problems of your wives know that a woman dislikes to have the laundries put their marks on sheets.

We designed a cloth tag which is sewed in the hem of every Lady Pepperell sheet. This tag carries not only the name, but also space for the woman to put her initials or identifying marks indicating whether the sheet is for the master's beds or the maids' beds.

Now—we have the sheet—with a name.

The next thing was the package. The average package for sheets has been a piece of wrapping paper, the sole purpose of which was to protect the goods. The thought of ever using that as a package to help the salability of

the goods was never considered.

It may have been because sheets are wrapped in dozen lots and they are not always sold that way.

After much thought and no end of rough sketches, we helped to design the present wraping paper that you see on all Lady Pepperell sheets. It is a design which pictures ten different scenes all related to sheets.

That this is novel and new and practical I feel sure you will all agree. A package of Lady Pepperell sheets will stand out in a very favorable light when compared with any other package of sheets.

SOME BUY FOR THE PACKAGE

When I tell you that we have repeated instances of women buying a dozen sheets simply to get the package I feel sure that you will agree that the extra thought and minute extra cost put into the package was worth while.

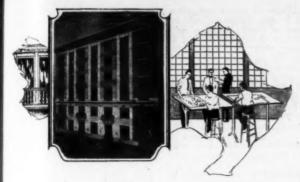
The label that you see on every sheet and on every package was different from the average sheet label. It was designed after some old French prints and carries out the idea wrapper. The sheets inside are tied with purple tape and the package outside is tied with purple string to make a complete en-semble. Everything fits everything else and the package is a masterpiece.

At this point, we were confronted with the problem of selling the sheets to the trade and introducing them to the women of America.

Ask any buyer of sheets in any department store whether he makes money on sheets and pillow cases. If you can run away quickly after you ask this question you may live another week. But if you don't move quickly he is liable to crown you with a loose ink-well.

Unfortunately—and I can't explain why—sheets have been footballed. The prices have been cut by retailers, as they argue with each other, to a point where there is no profit in them for any retailer.

We felt that if we could place



Where Growth Outstrips Plans

The Bell Telephone Co. is always optimistic. So in 1910 ambitious plans were made, first represented by a six-story building designed to house all business of southeastern Bell territory and that of the Western Union Telegraph Co.

At the same time the Jacksonville telephone system was laid out for 20 years in the future!

Before 1920 that plan was scrapped—even Bell optimism had not forecast actual growth. Expansion necessities quickly over-crowded the original building, and the company now rents several buildings outside and operates a large branch exchange.

It is difficult to over-build in Jacksonville.

Similarly it is difficult to over-build business. A big, sure market already exists for the manufacturer or distributor who grips that market through

The Florida Times-Union

JACKSONVILLE, FLA.

6

have have buyto get t you to the

8, 1026 idered. sheets s and t way. 10 end ped to paper pperell h picill rew and ill all in a comge of

every was averigned s and the are packourple

conselld inen of

any nakes ases, after live don't

footcut with there

place

Noz

196

D

5c]

1

Ma

1.09

Th

evi

of

Gri

of

wa

co-

ing

15

out Ex

toy

sal

Cr

loc

ve

ev

ins

do

su

sh

W

of is

SC

ac

cl

di

y

de

C

ai

is

Lady Pepperell sheets and pillow cases in the hands of selected wholesalers and retailers who would sell them properly and at a profit, that we would make friends for the lady.

Accordingly, a selected list of wholesalers and retailers was prepared. We didn't attempt to aim for exclusive distribution in any way but we wanted first to offer Lady Pepperells where we knew they would be properly taken care of. If you give a man a piece of merchandise on which he can make money and he makes money on it you can rest assured that he will do everything he can to sell a lot of that merchandise.

So Lady Pepperell was intro-

duced that way.

At about the same time that distribution was being assured, ad-But-it started vertising started. in a very carefully planned man-

Pepperell advertising had been appearing in a list of some seven magazines. Advertising on the regular Pepperell sheet continued but advertising on Lady Pepperell took its place in two publications. These two publications were Vogue and Good Housekeeping.

The plan was followed for a period of time long enough to see that everything was going along all

right. Sales were followed very closely. The sales manager, the advertising manager and your humble servant representing the advertising agency, practically lived together during the days of Lady Pepperell's early

And strange as it may seem the well-laid plans went according to schedule and after four months of Good Housekeeping-Vogue advertising of Lady Pepperell, the program was extended to cover the other publications on our list-Ladies' Home Journal, Woman's Home Companion and publications of a similar nature.

Up to this point I have tried to tell you something of the care with which Lady Pepperell was conceived and launched.

· I have purposely, for the sake of my outline, ignored the most important element in the whole thing and the one on which we spent more time.

That element is the Retailer

I have yet to see a merchandis. ing plan go wrong that has been based on the resale principle. The resale factor may seem relatively unimportant to a lot of you but I personally think it is the most important factor in any plan that for selling merchandise through the retailers

If Lady Pepperell has been successful-and I think we are entitled to say that it has been mildly so-then we can base that statement solely on the fact that in merchandising it a lot of attention has been paid to Mr. Retailer.

As I said previously-if a retailer can't make money on your product he isn't going to restock it. And in reverse order if he does make money he will restock it. How does a retailer make money? By selling goods. Therefore, if you can help him to sell more of your product at profitable prices then he'll make money. circle.

What are these resale methods? Every business calls for a different set of fundamentals which must be worked out to cover the intricacies of that particular business, but there are certain fundamentals that apply to every business selling through retailers and which should form the backbone of the training of every salesman.

- Merchandising
 a. What is dealer's market?
 b. What is the best way to cate to that market (style basis
 - price basis—quality basis)?
 c. Come back or repeat business (direct mail, etc., at different seasons of the year)
- 2. Dealer advertising Newspapers
 - b. Direct mail
- c. Enclosures d. Catalogs
- 3. Display a Store b. Window
- 4. Accounting and control
 5. Buying problems

You may well say that the function of a salesman is to sell goods. I agree with you. But-unless that salesman has been trained in

190,000 Daily

8, 1926 thing

Spent

been

atively but I

st imthat

suc-

e en-

nildly

state-

at in

ention

vour

ck it.

does

k it.

ney?

e, if

re of

's a

ods?

dif.

hich

the

busi-

nda-

busi-

and

bone

man.

cater

sis-

is erent

ods.

ess

er. a re-

er.

Los Angeles Examiner

400,000 Sunday

5c DAILY

NOVEMBER 18, 1926

10c SUNDAY

ADVERTISERS IN LOS ANGELES MARKET TELL OF RESULTS!

EXAMINER CARRIES BULK OF MAYTAG

The National Advertising of Maytag Washers is carried, in the Los Angeles territory, exclusively in The Los Angeles Examiner! That it produces is more than evident from the following note of appreciation from Marcus K. Griffin of the Pacific Coast branch of the Cramer-Krasselt Co., Milwankee advertising agents:

"We want to thank you for the co-operation you extended us during the trainload campaign which is now drawing to a close. It is our substantiated belief that The Examiner materially contributed toward the building of Maytag sales.

"It has been the policy of The Cramer-Krasselt Co. to use every localized medium for Maytag advertising. It is our belief, however, that an auxiliary or supporting campaign should be carried in dominant regional papers. Our survey proved that The Examiner should be given every consideration. We believe that the effectiveness of our survey is apparent when it is known that 48% of all washers sold are Maytags. The National advertising has been carried exclusively in The Examiner, and during the trainload campaign, your paper carried the bulk of dealer copy.

"We want to assure you that the co-operation you have given us and the courteous consideration exemplified by your representatives, is highly appreciated."

"From Scratch to \$1000 a Day in 3 Months!"

Watch for the story in these columns next week.

CLICQUOT CLUB IN BIG WINTER SALES

You can sell it in Los Angeles all the year 'round! Yes, even ice cream, which is advertised in Los Angeles extensively in November and December, or ginger-ale, as the Clicquot Club people have proven.

Edward S. Pierce, advertising manager for the Clicquot Club Company, Millis, Massachusetts, believes that what he feels should be put on paper. He has just written to The Los Angeles Examiner:

"The growth of the ginger-ale business, particularly during the winter months, is a tribute not only to the popularity of this type of beverage but to the selling value of the newspapers in which gingerale is being consistently advertised.

"The success of Clicquot Club through the use of your publication during the past season has been a factor in determining our choice of The Examiner again as a medium through which Clicquot Club can be advantageously set before the people of Los Angeles and its suburbs.

"We look forward to increased business through the advertising scheduled in The Examiner for this coming fall and winter."

Largest morning and Sunday circulation
West of the Missouri

The Rule of Reason

In planning advertising expenditures

ONE way to fail in advertising is to over-spend. Another is to under-spend.

There is little variance between the two. Both lead to the same result.

By over-spending, the future profits, of years, are often mortgaged.

By under-spending, leadership is often first imperiled, then lost beyond recall.

Those two factors must be carried in mind, as a safety balance, when appropriations are being planned.

To draw the line between the two is a task to puzzle experts.

That is because the object of advertising is both to GET business and to HOLD it.

It is easy to spend too much in the effort to GET business. But far easier to spend too little in HOLDING it. The temptation to increase profits, by cutting advertising, is an enticing allure; to kill the goose that laid the golden eggs has cost many businesses their bought-and-paid-for leadership.

Few big advertisers of today but could reduce advertising expenditures materially, without sacrificing immediate sales.

Most of them recognize that point—but recognize it only to avoid it. The major consideration is, "Are

we advertising enough to hold our present position? To protect our present volume? To keep present competition down and to warn potential competition to stay out of the field?"

Thus they use wisely the force of advertising not merely to sell their own goods, but to sell more goods by making it hard for competition to sell theirs.

Even the manufacturer who has a protected, patented product which no rival can either manufacture or imitate is not safe in figuring absolute minimums for advertising, for the time will come when the patents expire, and he must then rely on the good will he has built up.

Surely then the manufacturer with competition crowding on all sides, is safe only when he figures

All advertising proves this to be true.

Advertising agents with the real interest of their clients at heart stress this point eternally—even to their own disadvantage, many times—for their motive may be misunderstood. But doing so is a duty every agent owes those he serves.

Fighting—Rome conquered. Feasting—Rome fell. In advertising, that is a common-sense fact never to forget—one of the common-sense principles on which successful advertising rests.

LORD & THOMAS AND LOGAN

ADVERTISING

CHICAGO
460 North Michigan Avenue
LOS ANGELES
1151 South Broadway

NEW YORK 247 Park Avenue WASHINGTON 400 Hibbs Building LONDON
Victoria Embankment
SAN FRANCISCO
225 Bush Street

Each Lord & Thomas and Logan establishment is a complete advertising agency, self contained; collaborating with other Lord & Thomas and Logan units to the client's interest.

the knowledge of his product and the knowledge of his job then he can't function 100 per cent, and I submit that resale methods are a function of his job.

It is this sort of training that enables a salesman to stand out head and shoulders above the mob

of salesmen calling on a buyer. This sort of selling is not predicated on good stories. It is predicated on a knowledge of how profits can be made by the retailer. That interests the retailer. Money talks and in this day and age of competition the department-store man is hungry for anything that will help him to lick his competitor, that will help him to make more money.

Employing Printers Re-elect

At the annual meeting of the board of governors of the Employing Printers' Association of America, the following officers were re-elected: Howard C. Wedekemper, president; Thomas E. Donnelley, vice-president; Otto A. Koss, treasurer, and Jesse M. Vollmer, secretary. The executive committee was also reappointed. It is composed of the president, vice-president, treasurer, H. M. Loth, George H. Gardner, Newton C. Brainard and A. M. Glossbrenner. Robert W. Hamilton was elected a member of the board of governors, succeeding W. B. Gregory.

Match Account for James Fisher Agency

The advertising account of Eddy's matches, manufactured by the E. B. Eddy Company Ltd., Hull, Quebec, has been placed with the Montreal office of the James Fisher Company, advertising agency.

Heads Norfolk Paint and Varnish Company

George E. Felton has been elected president of the Norfolk Paint & Varnish Company, Boston. He was formerly secretary and general sales manager of Wadsworth Howland & Company, Boston.

J. D. Whitney Dead

J. D. Whitney, manager of the publicity department of the Travelers Insurance Company, Hartford, Conn., since 1916, died recently at White Plains, N. Y. He was forty-eight years old. At one time he was with the New York World.

Found a Gold Mine Loaded with Sales Nuggets

WILLIAMSON CANDY COMPANY CHICAGO

Editor of PRINTERS' INK:

PRINTERS' INK has been for so many years a familiar object on my desk that I can't tell you just when I made its acquaintance.

I recall that when I first picked up a copy I was under the impression that it was a printers' trade paper, but immediately discovered that it was a little gold mine loaded with sales nuggets.

Our advertising manager tells me that he looks forward engerly every week to his evening with Printers' Inc., and unquestionably derives a great deal of benefit from its perusal.

benefit from its perusal.

And, of course, everybody in the office reads Painters' Ink Monthly. Even the office boy demands that his name be included on the list to receive it. To date, however, I have not observed him reading anything but the Fied Typer page.

WILLIAMSON CANDY COMPANY, GEO. H. WILLIAMSON, President.

G. G. Hunter Joins Vick Chemical Company

G. Grenville Hunter has joined the New York office of The Vick Chemical Company, Greensboro, N. C., Vich's Vapo Rub, as sales promotion manager of part of the Eastern territory. He was formerly advertising manager of the International General Electric Company.

Textile Account for Arthur Hirshon Agency

The Merrimac Mills, Inc., Methuen, Mass., has appointed The Arthur Hirshon Company, New York advertising agency, to direct the advertising of Travel-Tex, a summer cloth. Newspapers, business papers and direct mail will be used.

D. S. Tarvid Opens Agency at Chicago

Don S. Tarvid has opened an advertising agency under his own name at Chicago, specializing in women's wear advertising. He was associated with the Leiter Building Stores for a number of years and had been advertising manager.

D. A. Paterson, Advertising Manager, Feen-a-mint

Douglas A. Paterson has been appointed advertising manager of the Health Products Corporation, Newark, N. J., maker of Feen-a-mint. He succeeds J. J. Larmour, whose change of position was reported recently.



HEN the modern farmer contemplates an addition to his property he looks well to the fertility of the land he plans to buy. He is interested not so much in total acreage as in productivity. Does the soil contain those elements which will so vitalize the seed he plants as to give promise of a bountiful crop!

The experienced purchaser of advertising space looks not so much to volume as he does to those elements in that circulation calculated to bring results. He wants to know that the soil in which he plants his advertising dollars gives promise of returns.

The Only Morning Newspaper in Milwaukee—the Only Metropolitan Morning Newspaper in Wisconsin—The Morning Sentinel—presents a fertile field to the advertiser. Here are influenced 300,000 daily, many of whom read no other newspaper—financially able to become good customers; for we repeat that the circulation of this newspaper represents a greater purse per capita reader than that of any other Wisconsin newspaper.

MILWAUKEE SENTINEL

IT IS GOOD BUSINESS TO BUY ADVERTIS-ING SPACE ON A RISING CIRCULATION

NATIONAL ADVERTISING DEPARTMENT

NEW YORK

926 ed

hat imttle is, hat ind of the LY. his ive

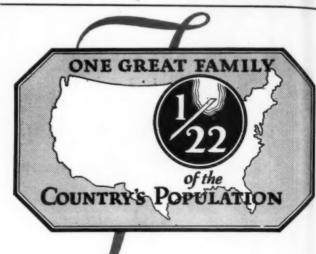
of

CHICAGO

BOITON

SAN FRANCISCO

One Family with an Annual ret



here isn't a thing that they don't buy

Make them your customers

NATIONAL

NEW YORK 1834 Broadway

ADVER

CHICAGO
326 W. Madison St.

H

the Graniner Frese reactions, in les, and cessition and control of the control of the control of the Granine contr

o mat is Grea er Fam rable a r you. hey rep city...

ery Su d a ha ere is openg folk

HEF

No.

-CO+-

alget of Over 4 Billion Dollars

HAT a tremendous spending power! Four billion dollars a year—the annual budget the Great Herald and Exminer Family...the amount ese readers spend for food, othing, furniture, home rnishings, toilet requisites, oes, investments, automoles, and the host of other exessities and luxuries that ormal, active, prosperous mericans buy.

o matter what you sell, is Great Herald and Examer Family constitutes a derable and fertile market r you.

hey represent a city within city... five million people ery Sunday, and a million d a half daily.

ere is a desirable Family open-pursed, free-think-g folk...youthful, virile

people whose interests and buying instincts are modern.

Every year this Family spends \$1,500,000 MORE to read your message in the columns of the Herald and Examiner than they would have to spend to read it in the other morning and Sunday newspaper. That is true acceptance spelled in dollars!

It is the size of this Great Family, the kind of people of which it consists, and the slight cost of reaching them, that make the Herald and Examiner one of the outstanding advertising buys of America.

A Herald and Examiner representative who knows this Great Family, and the best way of winning its confidence, will call at your request.

CHICAGO TERALD and EXAMINER

The Largest Morning Newspaper Circulation in America at Its Price!

ING DEPARTMENT

BOSTON No. 5 Winthrop Sq. SAN FRANCISCO Monadnock Building

". Sell it in the All-Day Home Newspaper."

".. there is one way to get a longer pull on your greater New York Advertising," suggested the Department Store Owner. "Make the Sunday New York American the backbone of your Advertising."



There is no newspaper like the Sunday newspaper for keeping at creating business. Monday, Tuesday, Wednesday, Thursday, even later every week, specific evidence proves that the Sunday New York American keeps on producing sales. It's the all-day home newspaper—the newspaper with the longer reading life; hence it exerts a longer lasting sales influence.

And too, with its 1,063,341 circulation the Sunday New York American reaches the greatest concentrated readership of any standard newspaper in America—in Metropolitan New York it sells 724,449 copies, 41% of the entire sale of all standard Sunday New York newspapers.

In the fifty-mile suburban territory alone, Sunday New York American sells 274,725 copies—50½% of all four standard Sunday newspapers—and in Westchester, Suffolk and Nassau, the three wealthiest counties in America, it sells as many copies as the next two standard Sunday newspapers added together.

Sunday New York American

"The Backbone of New York Advertising"

Sunday A. B. C.-1,063,341

NATIONAL ADVERTISING DEPARTMENT

NEW YORK

CHICAGO

BOSTON

SAN FRANCISCO

This (

which custom
It we should ferent a the stamanufa articles point of tures
Let us

field.

The tributes is hand peculia turer whighly price is for use a different tributes.

exists

It is ter that ject in for m which tributes been co staples about would treatment I am of the

discounterflects several it make over-zecarried not gives selde special they a exubera

Agai

Handling Jobbers Who Want Inside Prices for Special Customers

This Company Has Found That Four Factors Enter into These "Special Discount" Requests

By K. G. Merrill

Vice-President, M. B. Skinner Co.

HOW should we handle the jobber who wants inside prices which he can pass on to his special customers?

It would seem that this problem should be treated from two different angles. That is to say, from the standpoint of the man who manufactures and distributes staple articles, and from the standpoint of the man who manufactures and distributes specialties. Let us consider the problem as it exists in the engineering supply field.

The manufacturer who distributes pipe, fittings, valves, etc., is handling staples and he has his peculiar problems. The manufacturer who is distributing patented, highly ingenious and rather high-price special labor-saving devices for use in power plants has quite a different problem.

It is through the eyes of the latter that I am going to view the subject in hand. I have been engaged, for many years, in a business which manufactures and distributes specialties. I have never been concerned in the handling of staples and only know enough about them to realize that they would require a little different treatment.

I am always a little suspicious of the jobber who wants a special discount for his pet customers. It reflects against the jobber in several ways. In the first place, it makes him appear to be a bit over-zealous, as though he were carried away with enthusiasm and not given to sound judgment. It is seldom really necessary to give special discounts and sometimes they are extended during the exuberance of the moment.

Again, the jobber who tries to

wrangle an extra discount out of a manufacturer for his special customers may be afraid that he is not strongly enough entrenched with his customer to get the order on a fair basis. This would seem to point to weakness in his service department or in his reputation perhaps. Furthermore, it is probably an indication that the size of the deal is worrying the jobber—that he is not in the habit of handling deals running into the amount involved, and wants to cut the price from sheer panic.

The reader by this time will see that the writer views the price-saving jobber with a very wary eye. This is true. Prices on our line are fairly well established and it is never necessary to quote a special discount to get business. It merely proves there is something wrong with the jobber's business-getting machinery.

HOW ONE DISCOUNT REQUEST WAS

But we must not be too cocky in our statements. There are instances where a good representative jobber does try to get a special discount for some big customer whom he is anxious to favor or with whom he is anxious to get upon more intimate terms. We had a case about five years ago that arose between ourselves and just such a jobber as this. A large amount of material was involved and the jobber approached us saying, in a letter: "We feel that these people ought to get an extra 5 per cent on an order of this size as they undoubtedly will be ordering in this quantity again very shortly if we make them the right price this time."

Instead of trying to handle the

Nov. 1

thing by correspondence, the writer took the next train to that town and called on the jobber the

next morning.

"Mr. Smith," I said, "I got your letter yesterday and feel that I ought to come down here and talk this over with you. From the standpoint of a specialty manufacturer let me say that your request for an additional 5 per cent discount would seem to indicate one of four things. I am going to be very frank and perhaps slightly unpleasant, but there will be no solution of this little argument unless we get down to brass tacks. Let us tick these four impressions of mine off on my fingers.

"No. 1-It is possible that you are worried about competition. You are afraid someone else is going to get this order. If your reputation is high; if you have always dealt justly with this customer of yours: if you have, in other words, conducted your business on a high plane, which I happen to know you have, why should anyone else get the business away from you at the same price? Suppose you and the two other jobbers in this town do quote the same price-isn't it a reflection on the way you have been doing business if you do not get the order? If you are well established and have a reputation for good service and for fair dealing and strict attention to your business, there is no reason why you should not get the order. I know you to be exactly what I have described and I feel you are going to get the order without cutting the price.

"No. 2—This customer is in a very isolated locality. Is there not, perhaps, a thought in your mind that if you can quote him an extra five it will, in a manner of speaking, establish yourselves as the people to buy this class of material from and relieve you of any further sales effort? Rather an impudent question but certainly

possible.

"No. 3—I hate to suggest it, but we have sometimes known jobbers to attempt an extra discount for special customers with the idea in view of showing the customer how strongly entrenched they are in

the favor of the manufacturer.

Please do not throw me out of your office—I am talking quite impersonally. Discounts of this kind are quoted without a conscious thought such as I just outlined ever entering the jobber's head.

"No. 4—Perhaps you honestly and sincerely feel that the size of this order warrants a preferential discount. Let me say that these goods of ours, being specialties. pay in time and material many times their cost. You are doing the man a distinct favor when you sell them to him at the regular price. If they sold at 50 per cent above the regular price they would still represent a startling profit to him in labor and time saved after he had used them. Why should we reduce the price? Why should you reduce the net sale figure and thus slightly reduce your profit? There is absolutely no real reason to. The goods are an economical buy at the regular quoting price and, to cheapen them by giving an extra 5 per cent discount will have no other effect whatever on the customer except to lower opinion of the goods.

No, Mr. Smith, we do not feel that we can extend you a special discount. If you have already quoted this man an extra five to get his first order we will support you on this first invoice by allowing you to deduct it, as you are an old account of ours. But, on future orders, and on this order if you have not already quoted, stick to your prices as we will not compensate you for any special discounts made. Not that we do not extend you every co-operation and support, but there is really no reason under the sun why special discounts should be quoted to special customers when viewed in the cold light of logic."

THE ARGUMENT WORKED

He saw the point and we had no further trouble with him. Since then, the same arguments have been used on all subsequent cases, with equally salutary results.

Of course, no business house is going to adopt absolutely hardand-fast rules and never change from it. We have had, in the past 0.26

of

ind ous ned tly of tial ese

ny

ou

ent

to

nd nd it? on cal

an

ve

he

is

el

al

to

ri

٧-

re

d,

al

nt

ď

o n

t

the Best Business

in the whole United States is part of the



Oklahoma City Market

In choosing exceptional markets where extra sales pressure will produce profits, Roger Babson on November 6, announced that Enid, Oklahoma, was the best business city in the entire United States.

Enid, with a population of 22,500, is one of the cities which make up the great Oklahoma City market. It is part of the official A. B. C. trading territory of Oklahoma City. 3,029 copies of the Oklahoman and Times are delivered to this live city daily.

Not Enid alone but every foot of the Oklahoma City market is in the "Excellent" business zone described by Forbes and Nation's Business. To tap the nation's most active market and the best business city, use the Oklahoman and Times. These newspapers thoroughly and alone cover the great Oklahoma City market.

Circulation Daily 144,000-Sunday 88,000

M DAILY OKLAHOMAN OKLAHOMA CITY TIMES thoroughly and alone—cover whe Oklahoma City Market

Represented by E.KATZ SPECIAL

.....

ADVERTISING AGENCY

fifteen years, one case where it was necessary to quote a special discount—that is to say, to support a jobber in quoting a special discount to a special customer of his. The conditions were these: It was in a large Eastern city where there are a great many so-called "gyp" jobers. There was a customer in that city who annually used a very considerable amount of our material and who had bought it for four or five years past from a certain extremely reputable and high-class jobber.

Imagine our surprise, one day, when we got a rather good-size order from a notorious "gyp" jobber of that city for goods to go to this special customer. Naturally, we had to fill it and, as it was a jobber who did not carry our line in stock, he got our dealer discount rather than our jobber discount.

A DEMORALIZING SITUATION

We immediately wrote our good friend, the reputable jobber, and asked him to investigate. We found that the "gyp" jobber was using our line as a means of worming his way into the good graces of the special customer; that he was actually selling goods at a loss and proposed to continue to do so, so as to get an opportunity to sell them other things on which he hoped to make up what he was losing on our line. An utterly demoralizing situation. And, as there is no law that one can resort to in these cases, we allowed our customer to quote a special discount once, and once only, and get the business back. The "gyp" instantly quit trying to "pirate" our line.

So, as far as I am concerned, the argument stands this way: In some fifteen years of dealing with hundreds of jobbers and thousands of customers it has only been necessary once to give in to the jobber who wanted a special discount to pass along to his customer. In all other cases, it was utterly unnecessary and by using the argument outlined above we were able to convince the jobber that our reasoning was correct.

Why Such Service?

AMERICAN STOVE COMPANY LORAIN, OHIO

Editor of PRINTERS INE:

We are in receipt of your letter of October 18 in which you refer us to the article on page 89 of the July 22, 1926, issue of Painters' INE.

This article is the one to which we referred in our letter of October 16th

This article is the one to which we referred in our letter of October 16th and we are very grateful for your assistance in directing us to it.

A wonderful magazine—a wonderful service.

AMERICAN STOVE COMPANY.

DAY after day numerous requests come in from manufacturers, advertising agents and publishers for references to some PRINTERS' INK OF PRINTERS' INK MONTHLY article which they wish to read again. This is one of the simplest of many services that PRINTERS' INK gladly performs for its readers.

Telegrams, telephone calls, letters and callers bring in every conceivable type of inquiry on advertising, selling and merchandising.

The opportunity to give such service which, as in this case, is described as "wonderful," is welcome for two definite reasons. First of all, PRINTERS' INK is conscious of the fact that such service begets good-will. Secondly, such service causes inquiries to come in which reveal immediately what the problems of PRINTERS' INK subscribers are. That is to say, those inquiries tell us: "This is what subscribers want." The result is publications that are built by their readers.—[Ed. PRINTERS' INK.

"Theatre Magazine" Appointments

Frederic S. Hirahbach, who has been with the advertising department of the Theatre Magazine, New York, has been appointed advertising manager. Nortis C. Flanigan has been made Western advertising manager, with headquarters at Chicago.

With Mathewson & Sinclair

A. G. Whaley has joined Mathewson & Sinclair, New York advertising agency, as space buyer. He had been with the Macfadden Publications, New York.

0.26

16th

your erful Y.

reinuand ome

the that for

let-

ver-

uch is

wel-

ons.

is uch

dly,

tely

ers' to This

The

ens'

been

ad-

ir

sing been New

The Lillibridge Viewpoint

Number Seven Issued from No. 8 West 40th Street, New York

Waiting for the Train Down in Texas

Pat NEFF was standing on the station platform of a small Texas town waiting for a train one hot summer day when an old Panhandler came up.

"Waitin' for the train?" he asked.

"Yes," said Neff. "Late, isn't it?"

The old man shielded his eyes with his free hand and took a long look up the track, which extended in a straight line to the horizon.

"I reckon it is a bit late," he drawled, looking at his great soda-cracker of a watch. "It's due in an hour—an' I don't see it nowhere!"

§ § §

Frederick Collins tells this story in his book, Our American Kings. It is a good story for metropolitan advertising men to read to remind themselves that America is a vast country, and that the distances involved in national distribution are not all physical distances: there are wide mental distances, too, which must be taken into account in preparing advertising messages.

Nov.

PAGE TWO

THE LILLIBRIDGE VIEWPOINT



THE "GOOD OLD DAYE!" If the plumbing estimate tempts you to cut, remember this: The prehistoric plumber ran piping exposed. He sused iron and other. If this piping corrobed and leaked—which it always did—that was an other day's work. He didn't expect any job to be other than temporary... But the modern plumber has more at stake. His piping is concealed behind plaster and tile. If his work fails, it wrecks a thousand dollar investment. Pipe today must give permanence. So he urgus brass

contains more copper

ONE OR the first steps in taking a product out of competition is to take its advertising out of competition In advertising Alpha Brass Pipe for The Chase Companies, Incorporated, we might show the modern bathrooms in which it is used, thus entering into "attention competition" with Standard and Crane and Kobler and the rest. Instead, we have barked back to the bathroom of the tintub and exposed-pipe days and dramatized the fact that, with un-get-at-able plumbing, concealed behind costly tiled walls, nothing less should be considered than "a brass pipe containing more copper."

THE LILLIBRIDGE VIEWPOINT

PAGE THREE

An Idea for Association Advertising

ONE of the problems that confronts every association that plans a cooperative advertising campaign is that of finding an idea big enough and broad enough to represent the whole association.

We have such an idea, fundamental in character, but adaptable to an association in any one of several fields, which we would be glad to explain to any group of interested association principals. We believe it will clear up the whole problem of association advertising for them and give them a start along sound lines, and one that will win the enthusiastic support of their membership.

Add: Virtue of Budgets

Some ways of spending an advertising appropriation are easier than others. One way is to spend recklessly but hopefully in large chunks. This way is sometimes highly profitable for all concerned; and then again, sometimes it is profitable for everybody but the advertiser.

Another and less spectacular way is to spend with a definite realization that every dollar must be wisely invested regardless of what methods or mediums may be involved or how much painstaking "follow-through" detail may be required. This way is pretty certain to work out profitably for the advertiser, but often not so profitably for the advertising agent. Yet it is this latter kind of unbiased counsel and willing cooperation in the breadand-butter job of making sales or getting results that means the most to the advertiser and makes his appropriation go farther in the long run.

Because we insist on keeping ourselves in a position to work this way for our clients, we operate on a Fee-and-Budget system that effectually relieves us of all possible

PAGE FOUR

THE LILLIBRIDGE VIEWPOINT

prejudice and pays us in direct proportion to the amount of work required by each tlient.

If you would like to know more about this Fee-and-Budget system, we'll be glad to send you a folder which explains it.

Mr. Calkins Coins a Phrase

E Thing that we who write advertising should guard against.

"The advertising tone of voice," he calls it.

We believe that the advertising tone of voice is as destructive to advertising effectiveness as was the sanctimonious sing-song of the old-time country parson to interest in salvation.

The business world is under debt to Mr. Calkins for this phrase, for its very coinage will help to cure the condition it describes.

Realities

It is the realities of the present period of American life, with old markets and old methods passing and new problems confronting business at every turn, that make it important that the old loose habits of thought about advertising and selling be abandoned and all efforts focused sharply on definite objectives.

6121-7

RAY D. LILLIBRIDGE INCORPORATED

Advertising

NO. 8 WEST 40TH STREET , NEW YORK

Telephone: Longacre 4000 Established in 1899 In

Pub

IF a twenthe and ness the the is the first

of t desir try exac Who busi been tion vent

self —th

ests

T

that New was bratiday when transturit repregrou speal done

Said Amo W. Bank York Dodg Mish presi York

& Co is p page shoul

Swot Com assist

Industrial Leaders Express Opinion of Business Press

Publishers and Editors Invite Business Heads to "Come and Tell Us What You Think of Us" at Twenty-first Annual Convention I. H. Bragdon Is Elected President

IF there is one thing more than any other which will make the twenty-first annual convention of the Associated Business Papers and National Conference of Business Paper Editors stand out in the memory of those who attended the sessions of this convention it is this circumstance: That for the first time the dominating thought of the annual convention was the desire to have business and industry come and tell the association exactly what they thought of it. Where at previous meetings the business sessions have so often been given over to the consideration of internal matters, the convention this year took a look at itself through the eyes of outsiders the business and industrial interests served by the organization.

This is another way of saving that the two-day meeting held in New York on November 9 and 10 was a coming-of-age party, a celebration of the twenty-first birthday of the organization's existence, when in order to signalize its transition from adolescence to maturity, it invited as guests a few representative members of the group it was formed to serve, to speak up and say whether it had

done well or ill.

For the most part, these guests said the association had done well. Among the outsiders were Fred W. Shibley, vice-president of the New Bankers Trust Company, New York; G. C. Miller, president, Dodge Manufacturing Company, Mishawaka, Ind.; A. J. Brosseau, president, Mack Trucks, Inc., New york; and Willard M. Smith, general manager, P. Centemeri & Co., New York, whose address is printed in part on another page of this issue. To these names should be added those of Gerard Swope, president, General Electric Company, and Donald Kirk David, assistant dean. Harvard School of

Business Administration, speakers at the association's annual dinner.

Before introducing the guests, Malcolm Muir, president of the Associated Business Papers, Inc., told what had been accomplished since the formation of the organization in 1906.

then known as Federation of Trade Press Associations in the United States. pioneering spirit of the past is not dead, he said, but is at work planning better things for future in seeking for a better public understanding of



J. H. BRAGDON

aims ideals of business journalism; in bringing about better relations with advertising agencies and a closer co-operation with the work of the National Conference of Business Paper Editors. In the consideration of the convention theme, "The Challenge of Business Prosperity to the Business Press," Mr. Muir pointed out that the responsibility of the business press would be to find out how to maintain national prosperity, and to this end leaders from the world of business, industry and banking had been invited to be present and help show the way.

Mr. Shibley spoke first. "If I were to presume on your good nature and give you a friendly bit of advice," he said, "I would say get to know intimately that man and his industry who advertises with you." Middlemen, in his opinion, have constructed beaver dams across the stream of commodity distribution and a determined movement is on foot to

Non

in t

tribu

that

mist:

lame

the ?

nany

said

dusti

more

and

busin

tribu

woul

find

press inter-

Merr

A. V

of th

Rhod

Mich

lina l

mista

that

prosp

of e

made

He s

"The

twent

healtl

of w

press

tinual

eral p

conta

tries.

But 1

ness,

upon

stimul

paper

things

the b

tainin

a gro

with

ness

hamm

gathe

and v

the M

pany,

of the

which

see us

Th

Co

destroy these obstructions. many industries," he continued. "the stream of commodity distribution is not flowing There is too great a spread between manufacturing cost of production and retail sales price. Consumer capacity to purchase is almost unlimited in this fortunate country. Consumers object, however, to being held up. They will not pay fancy prices for cheap commodities if they can help it. Hence we have price resistance and an under-consumptive demand as compared with productive capacity. There is manifest a de-cided trend toward quality in manufactured products as a result of the upward trend in manufacturing intelligence. The American consumer is not now so easily attracted by skillfully fabricated and artfully finished shoddy at low prices as he was. He is coming to appreciate the fact that good merchandise is the cheapest in the end. The great secret of advertising is to learn how to apply it to bring the greatest result. Advertising is the greatest sales force in business when properly applied. Editors must see and talk with manufacturers in their plants and not sit at their desks."

Miller, president of the Dodge Manufacturing Co., was the first speaker to use the phrase, "the rising tide of intelligence," and in one form and another this phrase echoed and re-echoed in the addresses of other speakers during the convention. He said that 92 per cent of the employees of the Dodge Manufacturing Co. read business papers, which was an illustration of the point that intelligence is not merely increasing among the general public and among special groups, but among the employees of industrial institutions. Another notable thing, he said, was that publishers should never succumb to the temptation to put a "good story" above ser-vice to the reader. "I read eight vice to the reader. "I read business papers," he said, while I am regularly called upon by their advertising representa-tives, I have only twice been called upon by editors." It was Mr. Miller's suggestion that the

editors of business periodicals should have more personal contact with their readers in the field.

There are two yardsticks by means of which the value of a business publication may be measured, in the opinion of Mr. Brosseau, president of Mack Trucks, Inc. The first of these is the ability of the publication to lead and develop the industry it serves, and the second is ability to help the manufacturer rate and study his markets and develop logical plans of advertising to these markets. In elaboration of the second point, Mr. Brosseau said:

plans of advertising to these markets. In elaboration of the second point, Mr. Brosseau said:
"I think we can assume that every manufacturer has studied his markets to a greater or less degree. I do not mean that the publication should usurp this function.

"On the other hand, I doubt that few, if any, manufacturers are in the fortunate position of having a complete outside detached viewpoint on their business. This is the great service the publication can render. It is a service that will help the manufacturer not only in securing sound advertising campaigns but in the whole line-up of his sales and sales promotion effort. Many business publications have accepted this responsibility in their selling but you know and I know that there are others that have not.

"I hold that the sale of advertising should not be a sale of white space, but rather a prescription by a competent specialist of a certain amount of space utilized and treated in a certain manner to reach a definite objective."

In referring to the practice of allowing immature contributors to write on pet subjects "that a man of real maturity would hesitate to write about," Mr. Brosseau told a story about a young man employed in his advertising department who contributed "on the side" to a number of trade and business journals. He had no objection to this, he said, until he heard one day that the young man had written an article on the servicing of trucks. The young man was incompetent, he discovered, to write on the subject adequately. It was

26

ils

ct

by

a

3-

0-

22.

he

ad

es.

lp

dy

al

P.

nd

at

ed

22

he

is

at

in

a

N-

is

on

at

ot

ng

on

ns

I

at

T-

of

p-

2

ed

to

of

to

an

to

a

ed

ho

a

ess

to

ne

it-

of nite as in the encouraging of such contributors, Mr. Brosseau thought, that business papers made a mistake.

Commenting upon this incident, James H. McGraw, president of the McGraw-Hill Publishing Company, who followed Mr. Brosseau, said that if manufacturers in industry would interest themselves more in the supplying of authentic and reliable information to the business press, such immature contributors as Mr. Brosseau described would not have the opportunity to find an outlet for their writings.

The function of the business press as a voice in passing on the interchange of ideas to business and industry was referred to by Lum, vice-president of A. W. Shaw Company. "Because of the business press," he said, "a Rhode Island business adopts Michigan methods; a North Carolina business profits by Missouri's In every major move that business has made toward prosperity, we find the interchange of experience as the factor that made widespread action possible.' He sounded a note of warning. There is a smugness in our twenty-one-year record that is not healthy," and suggested a number of ways in which the business press could contribute to a con-tinuation of prosperity. "The gen-eral press," he said, "lacks intimate contact with specialized indus-Its voice lacks conviction. But the business press is a business, of all business, yet dependent upon no favor but the reaction of stimulated readers. Individual papers can and are doing great things. But only as a group can the business press lead in maintaining prosperity because only as a group has it universal contact with business, can it mirror business to itself, can it fearlessly hammer home sound policies and gather for them public approval and widespread adoption."

E. J. Mehren vice-president of the McGraw-Hill Publishing Company, thus summarized the results of the joint session, the theme of which was "Ourselves as others see us":

"Do we as publishers deserve to be in the conning tower with the captains of industry? When business leaders come here and ask us to lead, we must accept the responsibility. Mr. Miller said that the leadership he wants is the leadership of ideas. Two important ideas so far contributed here are that there is a trend toward higher intelligence in American business and that the way toward leadership is to select the main issues in your field and hammer at them. Another is that we have been good reporters but poor interpreters, and as one speaker expressed it, we should be able to recognize a big issue and to put it over.

Departmentals marked the second day's sessions on advertising, circulation and editorial.

One of the many interesting ideas developed at the advertising departmental came as the result of a discussion on the number of editorial pages a publication should carry. There was a limit, some of the speakers agreed, as to how much matter a reader could or would read. One man said he was in favor of no more than sixty pages; another said his editorial text was going to be reduced soon to thirty pages. In opposition to this point of view, which was advanced on the theory that every reader reads the entire editorial contents of a publication, other speakers referred to the large editorial contents of many of the general publications, such magazines and newspapers, which provide a diversity of editorial content for a mixed reader group. One speaker compared a publication's table of contents to a restaurant menu, which is made up on the theory that no one will wish to take everything offered, but that selections to suit taste, inclination and special interest will be made.

Speakers before the advertising department were Everit B. Terhune, president, Boot & Shoe Recorder; Willard Chevalier, sales manager, Engineering News-Record; Karl M. Mann, president, Case - Sheppard - Mann Publishing

Non.

WE

im

Th

WI

WO

H

m

m

CU

So

mi

be

E

or

rh

as

Corporation; George O. Hays, Eastern manager, Penton Publishing Co.; Harry E. Taylor, advertising manager, Dry Goods Economist.

At the departmental on circulation the speakers were J. C. Aspley, editor and publisher of Sales Management; Ralph Foss, director of circulation McGraw-Hill Publishing Co.; R. R. Rountree, circulation manager, Advertising and Selling; J. F. Wells, circulation manager, Boot & Shoe Recorder, and W. C. Platt, president of National Petroleum News.

The editorial departmental was presided over by Paul I. Aldrich, president of the National Con-ference of Business Paper Editors. Talks were made by Morris Buck, managing editor, Electric Railway Journal, on the industrial developments in the street railway and bus transportation field and the part taken by the technical press in promoting such developments; C. J. Stark, editor, Iron Trade Review, and A. I. Finley, editor, Iron Age, both describing trends and developments in the iron and steel industry: Ralph C. Sullivan, of Rock Products, on the present industrial situation which he said, is "becoming a battle of industry against industry-cement against steel, lumber against brick, etc.": V. E. Carroll, editor Textile World, on the difficulties of the textile situation and the various elements of hopefulness in it; A. R. Mac-Donald, editorial director, System, on the importance of more editorial contact with readers; and Merritt Lum, publisher of Factory, on how a publication can foresee prosperity and by editorial enterprise em-phasize the principles which will hold it and keep it.

Speeches were made at the final session of the Editorial Conference by Chaplin Tyler, assistant editor, Chemical & Metallurgical Engineering; V. B. Guthrie, editor, National Petroleum News; Kenneth Condit, editor, American Machinist; and Kenneth M. Spence, Counsel of the Associated Business Papers, Inc.

Officers elected for 1927:
President, J. H. Bragdon, Textile

World, New York; Vice-President, Merritt Lum, A. W. Shaw Co., Chicago; Treasurer, Warren C. Platt, National Petroleum News, Cleveland; Executive Secretary, Jesse H. Neal, New York. Executive Committee: C. J. Stark, Penton Publishing Co., Cleveland; George Slate, Simmons-Boardman Publishing Co., New York; E. E. Haight, Concrete Publishing Co., Chicago; Lt.-Col. J. B. Maclean, Maclean Publishing Co., Toronto; Everit B. Terhune, Boot & Shoe Recorder, Boston.

National Conference of Business Paper Editors: President, Frank C. Wight, Engineering News-Record, New York; Vice-President, Virgil B. Guthrie, National Petroleum News, Cleveland; Secretary-Treasurer, A. J. Fehrenbach, Class, New York. Members of the Executive Committee: Norman G. Shidle, Chilton Class Journal Co., Philadelphia; R. C. Busby, India Rubber Trade Review, Akron, Ohio; Chapin Hoskins, Factory, Chicago; S. O. Dunn, Railway Age, Chicago; Paul I Aldridge, The National Provisioner, Chicago; Douglas G. Woolf, Textile World, New York, and W. V. Morrow, Furniture Manufacturer & Artisan, Grand Rapids.

At the annual banquet, on Wednesday, W. H. Ukers, publisher of the Tea and Coffee Trade Journal, New York, was presented with a bronze trophy by the Associated Business Papers, Inc., in recognition of his work in the creation and adoption of the A. B. P. Standards of Practice. The presentation was made by M. C. Robbins, president of the Robbins Publishing Co.

Publishing Co.
Gerard Swope, president, General Electric Co., who was the principal speaker at the banquet, spoke of the responsibilities of modern industry to the public, to employees, to shareholders and to itself. Through modern industry, he said, the people are enjoying a larger participation in the conveniences of life; and that it is the unsuccessful industries which need investigation rather than the successful. Malcolm Muir presided as toastmaster.

HOW MANY DAYS

... you are absolutely right!

BUT why don't you sometimes answer "twentynine" or "thirty-one"? Because this fact as well as hundreds of other important little facts was implanted during your nursery days through rhymes. They are unforgettable because they are embalmed in a dozen dashes of doggerel.

Long before that bright youngster of yours could write a connected sentence he could cheerily tell the world that—

"Thirty days hath September, April, June, and November."

Here is rhythm. Rhythm makes work easier. Armies march farther and faster to the rhythmic strains of music. As the coxswain counts and nods, the oars cut through the water.

What's that? "Easier to read and remember"? Sounds like good advice for headlines.

It is. The headline that sings in the ear and the mind is better than the clumsy heading that has to be jammed through one's cortex.

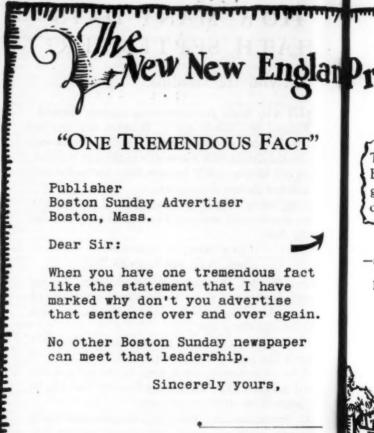
Of course we don't mean that the poet-laureate of England could necessarily write good advertising; or that your headlines should be verse.

Our point is this: a headline with a lilt and a rhythmic spirit gets into the brain through the ear as well as the eye. And once there, it stays longer.

GEORGE BATTEN COMPANY, INC.

Advertising





"ONE TREMENDOUS FACT"

Publisher Boston Sunday Advertiser Boston, Mass.

Dear Sir:

When you have one tremendous fact like the statement that I have marked why don't you advertise that sentence over and over again.

No other Boston Sunday newspaper can meet that leadership.

Sincerely yours.

^{*}General Manager of one of America's greatest organizations.

Primer*

The circulation of the Sunday Advertiser in Boston and within fifty miles of Boston is greater than the total circulation everywhere of any other Boston Sunday paper.

-and the comparison of total circulations is this-

Every week the Sunday Advertiser sells 151,102 more than the Post

168,193 more than the Globe

367,838 more than the Herald



Rodney E. Boone 9 East 40th Street New York City

F. M. Van Gieson Monadnock Bldg. San Francisco

H. A. Koehler Hearst Bldg. Chicago

> Louis C. Boone Book Tower Bldg Detroit

5. B. Chittenden
5 Winthrop Sq.
Boston

A Slogan Used Over Thirty Years Is Questioned

OHIO BRASS COMPANY

OHIO BRASS COMPANY
MANSFIELD, OHIO
Editor of PRINTERS' INK:
Will you please tell us what company
is using the slogan "Quality is remembered long after the price is forgotten,"
or something to that effect?
There may be several variations of
this slogan. In that event we would
appreciate having you tell us what they
are, and who is using them.

Ohio Brass Company.

WHEN this letter was re-PRINTERS' INK Clearing House of Advertised Phrases to see if the slogan "Quality Is Remembered Long After the Price Is forgotten" was registered. There are some forty-three odd slogans that start with the word "Quality." None of these slogans, however. resembles the phrase referred to by the Ohio Brass Company.

This slogan is, in reality, a variation of the phrase "The Recollection of Quality Remains which has been used for over thirty years by the Simmons Hard-ware Company, of St. Louis. It was originated by the late E. C. Simmons, founder of the company.

Mr. Simmons made extensive use of the phrase in his famous letters to his salesmen, in sales literature and in all company advertising. It was also featured very prominently on a calendar distributed by the company for the vear 1895.

In the latest catalog issued by the Simmons Hardware Company containing approximately pages, the slogan will be found on the top of every odd-numbered page. It is also printed on the bottom of the firm's letterheads.

Norvell, who for Saunders many years was associated with E. C. Simmons, as sales manager of the Simmons Hardware Com-pany, and who is now chairman of the board of McKesson & Robbins, Inc., related to PRINTERS' INK how this famous slogan originated. Here is the story:

In a small Wisconsin town, Mr.

Simmons went into a barber shop to get a shave. The barber did an unusually good job and when Mr Simmons got out of the chair, he asked the barber if he could look as the razor. After examining the razor, Mr. Simmons asked if he could buy it. The barber replied that he did not care to sell it and that furthermore, he thought the quality was worth more than the price that he had paid for it.

This remark stuck in the mind of Mr. Simmons and when he got home that evening, he developed it into the slogan, "The Recollecit into the slogan, "The Recollec-tion of Quality Remains Long After the Price Is Forgotten." The phrase is a living monument to Mr. Simmons and we doubt very much if the Ohio Brass Company will want to adopt it.—[Ed. PRINTERS' INK.

New York Oil Producers Plan to Advertise

It was decided at the recent annual meeting at Olean, N. Y., of the New York State Oil Producers' Association to raise a fund to be used in advertising the products of New York State oil wells. P. J. Spindler, of Olean, is chairman of a committee named to raise the money. Harry E. Goodrich, of Richburg, N. Y., was elected president of the association.

E. L. Kimball Joins M. C. Mogensen

Edward L. Kimball, formerly advertising manager of the Eugene, Oreg. Guard, has joined the San Francison office of M. C. Mogensen & Company, Inc., publishers' representative. He will be assistant to the general manager, Austin B. Fenger.

Candy Account for Reincke-Ellis Agency

The Shotwell Manufacturing Com-pany, Chicago, "Red Grange" candy bar and other candies, has placed its advertising account with the Reinck-Ellis Company, Chicago advertising agency. Bus ness papers and outdoor advertising will be used.

Death of A. B. Greeson

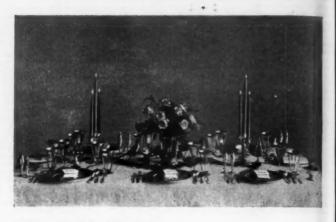
A. B. Greeson, manager and one of the owners of the Salt Lake Mining Review, Salt Lake City, Utah, died recently at the age of sixty-six. He had been with the publication for the last twenty years. At one time, Mr. Greeson was advertising manager of the Salt Lake City Teibung. Salt Lake City Tribune.



1026

ise

From the pages of
Delineator
to the dinner tables of
well-to-do AMERICA



"Red roses, holly and candles give a holiday air to this formal table." —From the December Delineator.

It's but a step, a short step, from the pages of Delineator—
to the dinner tables of well-to-do America.

It's a step many thousands of women are taking, and more and more thousands each month, with—



"At an informal Christmas dinner the dessert is served by the hostess."

—From the December Delineator.

Mildred Maddocks Bentley Director of Delineator Home Institute.

From the use of an electric range to the preparation and serving of a formal Christmas dinner [this latter of course in the December issue] Mrs. Bentley is offering suggestions both practical and delightful, to thousands and thousands of American women eager to receive them.



"Mistletoe, holly and heather with a Santa Claus candle make an appropriate centerpiece."

—From the December Delineator.

each

men

folio

illus fact of

cour

acquand toward

con

whi

pain into prot

expl

mak

form

The com easie him

thin

You, the advertiser, are invited to take this step with Delineator—

Directly from its pages to the dinner tables of well-to-do America.

The Delineator Home Institute is part of Delineator's plan to further the Art of Gracious Living

Delineator

Established 1868

THE BUTTERICK PUBLISHING COMPANY
S. R. LATSHAW, President

How Salesmen Should Talk to Dealers about Advertising

A Typical Presentation as Used by a Force of Shoe Salesmen

By O. Grigg

Manager, Advertising Department, Nunn, Bush & Weldon Shoe Company

SELLING the merchants on advertising was more or less of a problem with many of our sales-men several years ago. Then, one day, we saw the wisdom of employing a high caliber field manager, a man who was well versed in merchandising and advertising as well, and who traveled with each salesman for a sufficient length of time to develop the men into enthusiastic advertising sales-

The customary advertising portfolio, of course, is used to present the company's advertising plan. It illustrates and describes the ammunition which is at the dealer's command. The first few pages illustrate a journey through the factory, beginning with a picture of the plant, then the representatives of the workers, the joint council, the shop committee, the cafeteria, and other pictures that acquaint the dealer with the fair and liberal policy of the company toward its workers and the dealer organization. This pictorial journey conveys to the dealer a favorable impression of the harmony which exists in the factory, of the ideals which guide the workers, of the painstaking craftsmanship built into a product that the dealers are proud to sell.

The special features in the product are then clearly illustrated and explained, features that appeal to discriminating buyers make selling easy for the dealer.

This preliminary presentation forms a good background for the advertising plan which follows. The dealer's confidence in the company and its product makes it easier for the salesman to lead him into the realm of advertising. This brings us to the point of national advertising. From there on, the presentation is continued something like this:

"Now, then, Mr. Jones, we are not satisfied to end the transaction with a 'thank you' when you give us an order. We want to help you sell the shoes you bought from us. You're acquainted with the fair policy of the company, the high quality of the merchandise, the smart styles, the prompt service. and the profit possibilities. Now let's go over the advertising which is designed and planned to help

you sell the shoes.

you sell the shoes.

"Here are the reproductions of the company's national advertisements which go into your territory. It is your advertising, because it is read locally by your prospects and customers. Each prospects and customers. national advertisement, as you see here, is worked up into a newspaper advertisement for you. To get the full benefit of our national advertising, you can link up with it by running these newspaper advertisements in your local paper, letting the readers know that you handle the nationally advertised Nunn-Bush shoes. This tie-up will direct them to your store. Mats or cuts of these newspaper advertisements come to you complete, ready for the paper. Space is provided here for your name and address.

"If you can't afford to go into the newspaper as often as you wish, you can link up your store with the national advertising by opening the magazine at the page where the Nunn-Bush advertisement appears, place it well up in front in your show window, and run ribbons from the advertise-ment to your Nunn-Bush shoes.

"Above all, use these attractive window cards. (Actual samples are shown.) Place them in plain view, with the shoes, all tastefully arranged. You know that your show window is your most val-uable advertisement. It is your

least expensive salesman. Most of your sales are made from your window. These cards will help identify the shoes. The window shopper will recognize the shoes as those which he has seen nationally advertised.

"Since you are on our mailing list, you will automatically receive a set of these cards at regular intervals. If your cards become shop-worn, or if you need more of them, just write our advertising department for another supply.

"Then we have these permanent, high-grade bronze signs for your windows or counters, and this small electric window sign. Both of these are constant reminders to your customers and prospects.

"Here is a large variety of single and double column newspaper cuts of shoes. These are furnished free. We go a step farther here, showing you how to use these cuts. Periodically, you will receive a bound set of newspaper advertising suggestions like this set here. See how effectively the advertisements are arranged: attractive illustrations with plain, understandable reading. You can have cuts or mats of these advertisements in their entirety, or you can use them in the preparation of your own advertising. You will appreciate this help because it will save your time.

"On this page are shown the movie slides, got up in simple, yet striking, form. The illustrations have human interest, the messages are brief, and your name appears across these panels. Many merchants use them regularly and say that they get direct results from this kind of advertising.

"Book matches, as illustrated here, are sold to you at cost. These, too, seem to help, because we get orders for them consistently.

"These envelope stuffers here will help stimulate your Nunn-Lush business. You can use them as package inserts or as enclosures in your mail. They are printed in attractive colors and are furnished free as often as you need them. Your name is printed in this conspicuous space.

"But here is the best help of all—the Nunn-Bush style booklet,

printed in beautiful colors, illustrating the shoes in their actual colors. For only two cents per name, we will mail to your carefully selected list of men's names, this expensive booklet, accompanied by your typewritten letter which we process on stationery furnished by us. Your name will appear on the booklet, letter, and envelope, thus personalizing your solicitation.

"This style booklet gets right into the hands of your prospects and customers—men who are directly interested in shoes. The success of this is proved by the fact that the company had to furnish 400 per cent more style booklets this past season than a year ago. The dealers' lists deluged our advertising department. I urge you to send your list to the company early. The results will surprise you.

"And here is another help, the 24-sheet posters. These are furnished to you free. Your name will be imprinted in large letters on these posters. You pay only for the posting space. One or more posters, with your name, is bound to attract attention and will raise your business several notches in the estimation of the people in your territory.

"And here is another thing-dealer stationery. This, as you see, is printed in beautiful colors, on a good grade of paper. The factory sells this to you at cost, which is less than you pay for your own stationery.

"From time to time, other dealer helps are prepared for you, and if you will give us the benefit of your experience by making suggestions or submitting constructive criticisms, which we know you are well able to do, we will sincerely welcome them. Our job is to help you sell our shoes, to make it easier for you to familiarize the public with your merchandise, and if you will join hands with us on this advertising, the profitable results will be mutual.

"You have, no doubt, observed that all of these advertising helps were planned and designed to have you link up your store advertising with our national advertising. letter
ionery
e will
r, and
your
right
spects
re di
The
y the
o furbookyear
d our

8. 1026

illusactual s per carenames

only
se or
ne, is
l will
otches
ole in
ing—

sur-

furname

see, s, on facwhich own other you, beneaking trucknow

s, to iliarchanands the itual.

will

helps have ising sing. It was inevitable from the start, more than twenty-one years ago, that complete sincerity of purpose guided by thorough familiarity with the highways and byways of advertising should achieve for this agency a record notable, among other features, for average duration of accounts.

McJUNKIN ADVERTISING COMPANY DOMINANT IDEA ADVERTISING SOUTH WABASH AVENUE, CHICAGO

These testimonial letters here from successful merchants express the splendid results obtained by following this plan. Not much effort is required on your part to put them into operation. You're a busy man, and for that reason all this advertising is thoughtfully pre-pared so as to save you time. Use it, at least some of it, even if you have to start in a moderate way, but use it. You'll not regret it."

The foregoing is the sum and substance of the salesman's presentation of advertising. It will vary, depending on the salesman's ability and degree of enthusiasm.

Then, when the salesmen come in for their convention, the address at the advertising meeting starts off something like this:

"Boys, you've made a good job of it this time! The advertising went over bigger than ever. Your enthusiasm and hard work were reflected in the increased demand for advertising helps from our merchants. This naturally resulted in increased business. Let me show you the progress that you made."

The foregoing statement nat-urally makes the salesmen feel that their efforts are being appreciated. They feel complimented. We praise them in all sincerity. At this point, we present charts, graphs, and records that prove the Terse and convincing assertion. remarks emphasize the merits of the exhibits as the meeting pro-

After showing the past season's results, the advertising program for the coming season is presented, with renewed vigor and enthusiasm, after which the meeting is devoted to a general discussion. educational discussions forth many commendable bring ideas and suggestions from the Most of them salesmen. immediately incorporated in our program; others are held over for the following season.

The salesmen are made to feel that they are members of the advertising department, and the advertising department assures them of its hearty support, which is demonstrated to them as they travel through their respective territories.

"But This Is Wondrous Strange!"

THE UNION GAS & ELECTRIC COMPANY CINCINNATI, OHIO, Nov. 2, 1926. Editor of PRINTERS' INK:

Editor of Printers' Ink:
Didn't somebody alip a cog in the
story a "New York Sales Manager"
tells on page 43 of the November
Printers' Ink Monthly?
I refer specifically, not to say pointedly, to his statement that he came
from a company in which the embroidery on the wall bore the legend;
"Neither a lender nor a borrower be,
Franklin."

You see, I am fairly familiar with Ben's writings, and I'm also familiar with those of an obscure author named William Shakespeare. I've never sen William Shakespeare. I've never sen any phrase particularly resembling this one in "Poor Richard's Almanack" but I do recall that in one of William's almost forgotten plays, known as "Ham-let," there is a character named Pole-nius, who imparts certain farewell advice to his son Laertes, in a passage that used to be highly spoken of by critical

THE UNION GAS & ELECTRIC COMPANY HARRY M. HITCHCOCK, Advertising Manager.

BRENTANO'S NEW YORK, Nov. 4, 1926.

NEW YORK, NOV. 4, 1926.

Editor of PRINTERS INE:

In the article by a New York Sales

Manager in the current issue of Printers York Monthly entitled "When the
Saleaman Overdraws His Account" the ERS' INK MONTHLY entitled when the Salesman Overdraws His Account" the author refers to a company in which the embroidery on the wall bore the legend "Neither a lender nor a borrower be. Franklin." As Mr. Shakespeare wrote in "Hamlet"—"Neither a borrower her handled by the state of the line and changed it to "Neither a lender nor a borrower be" or whether the New York Sales Manager misquoted Mr. Shakespeare.

If such is the case and he has attributed this line to Franklin, I suggest that he read "Benjamin Franklin. The First Civilized American," by Phillips Russell, and learn more in detail of the man Franklin and his times.

Bernatano's, Inc.

BRENTANO'S, INC..
B. G. TOBEY.
Advertising Manager.

W. P. Langreich to Conduct Own Service

William P. Langreich, vice-president of the Whitman Advertisers' Service, Inc., New York, will resign on Decem-ber 1, to start his own visualizing ser-vice at that city.

H. J. Pettit with Wildroot Company

H. J. Pettit, formerly with the M. Doyle Marks Company, Elmira, N. Y., has joined The Wildroot Com-pany, Inc., Buffalo, N. Y., as campaign

8, 1926 us

MPANY 1926.

mager"

point-

embroilegend:

ver be.

amiliar

r seen

nack," illiam's "Ham-

Poloarewell

of by

MPANY OCK

mager.

926.

Sales PRIME-

en the t" the which

re the

speare borerested

lagiar-

hether

attriuggest

: The

ail of

BEY,

duct

sident

ervice, ecem-

root

the Imira,

Com-

NO SIDE TRIPS ALLOWED



The highroad of advertising has a remarkable number of appealing side paths and woodland lanes branching out into unknown directions.

Sooner or later almost every advertiser looks upon these pleasant paths and is allured by them. Somebody in the organization has a brand new scheme—the kind that is "different". Somebody outside steps in and sells a neat trick. Some fertile brain conceives a whale of a "stunt" idea.



So the advertising manager dips into his appropriation, cuts down the schedule, and goes off with part of the company's liquid assets and a good deal of romantic hopefulness.



Advertisers who indulge in these little escapades, advertisers who shop around for ideas and policies, usually profit in only one way—in experience. A less adventurous, but a better way to promote a business is to study the objective which the advertising should accomplish—and then keep eternally and continuously after it.



CALKINS & HOLDEN, Inc.

247 PARK AVENUE · NEW YORK

TO EDITOR

TI

as

from our readers, in a year. A whale of a lo he They prove reader confidence. They con hed from the HOME—where readers find the materials and leisure for writing. The Mirro outside pages are all-pictures, with bring recaptions; interesting, but quickly turned grant

rculation

Only 2 morning daily newspapers in the U.S. (and only 3 evening) now have more circulation than the Mirror.

esponses

DITOR TURES

8. 1926

of a lo he Daily Mirror's inside pages are cram-y con hed with terse news and live features. That nd the smuch to do with the thorough reading dirror f the Mirror, page by page; the big volume he brid responses to editorial features; the strik-turned gresults for advertisers.



Office, 326 West Madison Street, Chicago

Some

I T the

onide

Or onsi

selve

ising

Wha an u

nter

nothi know

-be

self

An i ogic

an an

In rary nit o with

heir tinc value Pr man

ofter

hat

ecul Th

Try out this Overlooked Market

When small town folks want to buy any article not available at home, they hop in their car and head for the nearest large town.

It may be clothing, radios, furniture, lamps, rugs, curtains, lawn mowers, hardware, automobile accessories, tires or any one of a thousand other things.

This condition makes it entirely possible for manufacturers to tap a market which has only been partially developed heretofore and where competition for attention is not so keen.

Try out your advertising campaign in The Household Journal. It will reveal an entirely new field for you. We have 700,000 paid-inadvance subscribers in the rich middlewestern towns and villages. Rate \$2.75 per line.



IRA E. SFYMOUR, Adv. Mgr. - Batavia, Illinois

Chicago Office Rhodes & Leisenring, Managers
Bell Building, 307 Michigan Blvd.
Central 0937

A. H. Greener, Manager
116 West 39th St.
Room 825

New York Office

Charter Member of Mail Order Publishers Assn.

18.10%

1V

in

n.

S,

0-

u-

or

ly

re

ne

ly

n-

rn

A Little Light on That Dark Subject-Woman

Some of the Guide Posts along the Road to Woman's Buying Instincts

By Marian Hertha Clarke

Of Albert Frank & Company

IT has always seemed to me that the business of getting the point of view of the woman buyer is merely one of applied psychology. There are certain very definite guide posts along the road to a

woman's buying instincts.

One of the very first points to consider is this: Women take themselves very, very seriously. Their sense of humor is always impersonal—never personal. Advertising addressed to women may be almost anything else but facetious. Whatever else it is, there should be an underlying current of seriousness in it.

We, as advertising people, are interested in the business of selling. Women are interested only in the business of buying and buying s a serious business. There is nothing in the world that gives a woman greater joy than to be known as a shrewd buyer. She'll shop about for days—yes, weeks before making up her mind simply to justify her faith in herself as a keen and careful buyer. An understanding of this psychoogical buying instinct in women is m answer to their bargain-hunting

In spite of all belief to the conrary, women do not spend money nit or miss. They spend, as a rule with a very highly developed sense This again explains f values. heir passion for bargains-the intinct of hunting down a greater

ralue for less money.

Probably one thing the average nan overlooks in his sales mesage to the woman buyer more often than any other, is the fact hat women speak a particular and eculiar language of their own. This difference in language sym-

Portion of an address delivered before he Worcester convention of the New Ingland Association of Advertising

bols between sexes is more or less marked in every race. Certain savage tribes have two separate and distinct vocabularies - one speak to each other and one which only women or men may use.

This difference in personal expression is one which merits care-

ful consideration.

Not long ago in a woman's magazine, I ran across an advertisement for a household cleanser. Among other things the copy stated this preparation would remove "verdigris" from the bathroom faucets. Now no woman ever used that word. It simply isn't in her vocabulary. Did vou ever hear any woman complain about finding "verdigris" around the house? had to look up the word myself to find it meant "green rust."

A MORE COLORFUL TERM

If a woman had been writing that copy, she would have said "green rust" because she'd know it was not only the word a woman understands, but the one she would naturally use. It's a much more colorful word too. The man who utilized the highly technical word, "verdigris" reminds me of that old story of the bright young man who proposed to the one girl in all the world. After she had accepted him she shyly confessed she was a somnambulist. "That's quite all right, darling," the bright young man replied generously. "You can go to your church and I'll go to mine."

One needs only to look through any of the women's magazines to convince themselves that in many cases the copy writer and the woman buyer are attending sepa-

rate services.

Another point to consider is that a woman's buying habits differ radically from a man's. Twain was right when he said:

"When a man goes into a store to buy a collar he comes out with a collar. When a woman goes into a store to buy a collar, she comes out with a new silk waist, a pair of gloves, ten yards of dress goods, several toilet articles, some window curtains, and a refrigerator."

Nevertheless, if you want your advertising to be successful with a woman, you'll need to fasten remembrance in her mind with the glue of imagination. That is why I say sell her something beyond the product itself. Sell her the idea of a better home, better things for her family, healthier children, improved surroundings. In your hard-headed practical way, do not scoff at the sales value of applied imagination.

Women understand and respond to the atmosphere imagination creates—and women demand atmosphere. The greater part of all the luxury in the world is an answer to a woman's instinctive and creative demand for atmosphere. Any automobile manufacturer will tell you the color, textiles, and special fittings in his car were not

put there for men.

Advertising art, today, is, as a rule, seven leagues ahead of advertising copy. Yet there is no reason why advertising copy should not create as much atmosphere for the woman buyer as advertising art. A frying pan is certainly a prosaic subject—but Abercrombie & Fitch wrote atmosphere into copy that suggested packing the frying pan into the duffle bag on the running board of the car as the means to a meal in the great calm of open spaces.

Beware of a woman's buying prejudices. Not long ago two enterprising brothers in Detroit started a chain of millinery stores and encountered a woman's very definite prejudice against buying hats in a chain store. Now a a woman may buy a hat in a bargain basement but she simply will not buy a hat in a chain store—if she knows it. In Detroit she does not know it. These two brothers merely changed the names of their several stores and went right on operating their small millinery

chain. They removed the suggestion of a chain store and succeeded. Had they kept a chain name on all their stores, they would have received a sealed verdict as far as the woman buyer was concerned

the woman buyer was concerned
Tell a woman the story behind
your goods. Remember, good advertising is news. And women
have an instinctive nose for news.

To my mind, the chain stores are missing the biggest factor for continued success in not telling women the vitally interesting story behind their goods. They content themselves with saying, "Aroostook potatoes, so much per neck" Just what every other grocer is saying. It never dawns on these chain-store barons to tell a woman they have great warehouses in the heart of the Maine potato belt with buyers shipping out of Maine daily, during the season, not carloads, but trainloads of the finest potatoes grown. That would be giving the potato a personality and would vitally interest the woman buver.

PRICE NOT CONTROLLING FACTOR

So many times, men make the mistake of thinking price the whole object with a woman. It is a dominant factor in her buying consciousness but not a controlling one. If a woman is convinced that what you have to sell will help her to make life easier and happier—if it will add anything to the health and well-being of herself and her family—she will find a way to afford it even if she goes without many other things to do

Association of ideas—the woman buyer will understand what a thing will do for her if it is compared to something with which she is ordinarily familiar. When a woman is about to buy a washing machine, she is thinking not only of the labor it will save but also of the operating cost. Therefore, copy telling her the amount of electricity used to do the week's washing will cost less than a cake of soap, immediately means something.

For, instinctively, a woman compares what you have to tell her 8, 1026

uggesceeded. me on

far as cerned behind

od adwomen news, stores or for telling

story

roospeck."

these

in the

Maine car-

ld be

oman

TOR e the

whole domi-

conolling I that

help hapo the

erself nd a

goes o do

oman

thing

ne is n a shing

only also fore, t of

eek's

cake ome-

comher

Are Your Goods Sold Abroad?

If so, The Christian Science Monitor can help you with your overseas selling and distribution.

We have just written our London office asking service in Great Britain, Holland and Denmark for an Iowa manufacturer.

This service means personal calls and investigation by our own advertising representatives.

The Monitor has advertising representatives in England, Scotland, Wales, Ireland, France, Italy, Germany, Holland, Denmark, Sweden, Switzerland, Greece, Egypt, Union of South Africa, Australia.

The Christian Science Monitor

An International Daily Newspaper

Published at 107 Falmouth Street, Boston, Mass.

Read Throughout the World

with her own practical experience. That is one reason sales so often get short-circuited between the printed page and the purse of the woman buyer—a woman puts everything to the acid test of her own practical investigation and comparison.

Give the woman buyer facts—all the facts—but do not make them dry-as-dust statements—too technical or statistical—dress them in atmosphere and color—put them in human interest—news-story form—friendly, human, readable, and probable.

Before closing, I'd like to register a few don'ts if you wish to hold the interest of the woman huver.

Don't high-hat her. Don't talk over her head. Don't tell her that So-and-So's silk stockings indicate the connoisseur. I read this claim in a silk hosiery advertisement once and I wandered around a half day in the hosiery section of department stores hoping to hear a woman say, "Will you show me some silk stockings that indicate the connoisseur?" but I never did. Don't use technicalities when talking to the woman buyer.

If you must use them, make them as obvious as possible. Women are not technically minded as a rule. As I have said before, performance is of the greatest interest to a woman. She wants to know, not why a thing performs, but how. If it will save her labor, make life easier, give her more leisure—that is the question. Let your story of performance be probable. If you are advertising a washing machine, don't tell her the wash will be on the line in twenty minutes. is sheer nonsense. She knows it takes that much time to rinse the clothes alone.

Do not put anything in your copy a woman can possibly misunderstand. There are some 300,000 words in the English language. Yet the average vocabulary of the average person is only 3,000 words and you'd be surprised how many different meanings can be read into an advertising phrase.

I was very much interested one day in a conversation I overheard

in a large department store in New York. A very stout woman stood before the corset counter returning a pair of corsets. "They wouldn't fit me," she explained, "and no wonder." Then she pointed to a label sewn to the inside of the gament. The astonished clerk read: "These corsets were made expressly for John Wanamaker."

Beware of over-selling a woman—either in your direct or indirect merchandising—above all else in your advertising copy. Tell a woman honestly what it is you are selling and what it will do for her. But do not oversell its merits—do not lead her to expect anything more than is reasonably probable.

more than is reasonably probable. I wonder if anyone realizes how much one merchant benefits by another merchant's over-selling. As I have said before, women take themselves very seriously and they see absolutely no humor in buying something which falls short of what they have been led to believe. Furthermore, their resentment takes very active and personal form. Over-selling a woman is comparable to buying pages of adverse publicity. They'll publish you in the highways and byways of their world.

On the other hand, they are deeply grateful and appreciative of any sympathy, understanding and assistance you can give them in their own buying problems. Information that tells them how to do things differently—new wrinkles in cooking, decorating, home furnishing—new places to go—new things to do. If the newest thing in foot fashion happens to be lizard shoes—then every other woman wants to know about it—so she may buy a pair of lizard shoes and enjoy that self-inflicted feeling of being in step with style.

You see the problem of getting the point of view of the woman buyer is more or less one of perceptive psychology.

New Service Started at Detroit

A direct-mail advertising service, known as Mail Advertising, Inc., has been formed at Detroit. William S. Gribble is president.

RE

1026

New stood arning suldn't

to a

read.

oman direct se in

ell a u are r her.

s-do

bable,

y an-

they

t of

lieve.

form.

npar-

verse

ou in

their

are

ve of

m in

w to

fur-

-new

thing be

other

it-

icted

style.

tting

per-

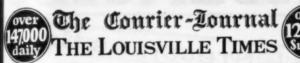
t

rvice,

In-

As take

The News in Louisville



over 120,000 Sunday

NOVEMBER 18, 1926

2 New Skyscrapers for 4th and Broadway



The Courier-Journal has enjoyed unquestioned Leadership in this market for exactly 100 years, but never before was its margin of Leadership as great as it is today.

\$3,000,000.00 Brown, Heyburn Structures Head Record Building Program In Louisville

Louisville, Ky., Nov. 18
—Headed by the threemillion-dollar developments now under headway
at Fourth and Broadway,
Louisville's remarkable
growth and expansion continues to break records.

The fact that this remarkable building activity has been going on without letup since the Fall of 1920 sets it apart from speculative booms of temporary duration.

Record bank clearings, record post office receipts and record sales in practically every line show an uncommon Prosperity in this big market.

> Growing newspapers in a growing market are the world's best Salesmen— YOU KNOW IT!

REPRESENTED NATIONALLY BY THE S. C. BECKWITH SPECIAL AGENCY

GENCIES

E.G. STELLINGS CO.

Resultful (Advertising

WILMINGTON, N. C.

October 13, 1926

Mr. W. I. Glensing The Review of Reviews New York, N. Y.

Dear Mr. Glenzing:

After seeing the attached regrint from Frinters' Ink I felt somewhat ashamed for not having written you of the splendid results secured from The Review of Reviews for the City of Wilmington. Although we carried a small space in The Quality Group throughout the season which brought excellent returns, we believe you will be interested in knowing that the one-half page which inaugurated our campaign and appeared only in The Review of Reviews brought approximately 592 inquiries which we considered a wonderful response and the highest return for any one insertion in any publication used for the City of Wilmington.





THE REVIEW O EVI

55 Fifth Aven w Yo

THE REVIEW OF REVIEW ID T TWO TH

6

78

THE FRED M. RANDALL COMPANY

Charter Momber of American Association of Advertising Apriles Momber of National Out-Door Advertising Durvey Momber of Audit Bureau of Circulation

DETROIT

CHICAGO

DETROIT

November 1, 1926

Mr. Edward F. Healey The Golden Book New York City

Dear Mr. Healey:

We have had very good results from The Golden Book on the United States Mortgage Bond Company's account. From the standpoint of inquiry cost, it heads the That's about all I can tell you at the present time but I think that should

Yours very truly,

RANDALL GOMPANY.

Hal G. Trump

V 0 EVIEWS CORP.

Aven w York City

THE GOLDEN BOOK

HUALITY GROUP



Personalizing the Chain Store

THE KROGER GROCERY & BAKING CO. CINCINNATI, OHIO Editor of PRINTERS' INK:

Editor of PRINTERS' INK:

We have had some discussion relative
to the value that would be derived by
placing the store manager's name in each
of our grocery stores. Have you any
concrete rather than theoretical information as to the good that could be derived
from such policy?

from such policy?

I believe there is a tendency to do
this among some companies, such as,
Chain Filling Stations, Street Railway
Companies, etc.

It has been argued that the manager

It has been argued that the manager of a Chain-Store Grocery knows at least 90 per cent of his customers by name. Personally we believe this figure to be entirely too high, and were wondering if you could give us some information on this subject also.

ing it you could give us some information on this subject also.

THE KROGER GROCERY & BAKING CO.

CHARLES SHOENDERGER,

Advertising Manager.

WHEN the chains first opened their stores in representative communities, they were looked upon as invaders operated by a gigantic trust that had no personal feeling at all. The chains were quick to realize their predicament and immediately set out to make each of their stores a part of the community in which it was located. Wherever possible, local men were obtained as managers and clerks. The manager immediately became a member of the local Civic League, the Chamber of Commerce or the Board of Trade. By becoming active in civic work, much of the cold feeling toward the chains was eliminated.

Newspaper advertising has done much to voice the policy of these retail organizations and to sell the chain-store idea to Mr. and Mrs. America. Institutional advertising, such as that conducted by the Great Atlantic and Pacific Stores in the Washington, D. C., district, which contrasted the old-time grocery stores with the present stores, particularly the A. & P. Stores, has been effective.

The A. & P., as reported in these columns, recently started a national advertising campaign in which each store is characterized as "The Little Red Schoolhouse of American Retailing." The copy does not feature food or groceries

but talks about faith. One point that is emphasized in the advertising is that "American Mothers send their children to the A. & P. Stores day after day, in the same faith that they send them to school." The details of this campaign were given in an article in the July 22, 1926, issue of Printers' INK on page 89.

Store signs informing the public that John Brown is manager of a store, are displayed in many chains. In the John Ward Shoe Company stores here in New York, such signs are in evidence. They are also to be found in the stores of the Rival Shoe Company.

Other chain-store organizations that display the name of the store manager or the man in charge are the United Cigar Stores, the Liggett Drug Stores, the A. & P., and the James Butler Stores.

The idea of acquainting the employee of a chain store or a corporation or any business organization with the public is something that is being done also in other fields. The Fifth Avenue Coach Company, in 1922, inaugurated a policy designed to bring back the old personal friendliness between its conductors and passengers. The conductors at that time had badges with numbers. This was changed so that instead of a number each conductor had a badge which gave his name. Instead of just being No. 69, the conductor is now known as Mr. Jim Jones.

In the R. H. Macy department store in New York, the name of every elevator operator is displayed in his car. The sign states that John Adams is the operator of the elevator and has pledged himself to loyalty and service.

It is the personal touch that enables a chain-store organization or other corporation to keep a friendly spirit with the public. The closer an organization gets to its customers, the better it will be situated to hold their good-will and patronage.—[Ed. Printers' Ink.

B. S. Fassio, Ltd., has been incorporated at Montreal, to conduct a printing and publishing business. 926

int tis-ers P. me to m-in

. .



First in dollar-volume of advertising

NATIONAL PETROLEUM NEWS

Member: A. B. C., A. B. P.

Edited from 904 World Bldg., Tulsa, Oklahoma 360 North Michi-

gan Ave., Chicago, Ili. 342 Madison Ave., New York, N. Y. 608 West Bldg., Houston, Tex.

Published from 812 Huron Road, NATIONAL PETROLEUM News carries the largest dollar-volume of advertising ever attained by an oil publication, as well as the greatest volume of agency-placed space.

Because

FIRST IN READER-INTEREST

These 80000



and these 225,000 women buyers also buy—

Musical

Apparel
Automobiles
Books
Candy
Cleansers
Cloaks & Suits
Corcets
Cutlery
Dentrifice
Drugs
Electrical
Appliances
Floor Coverings
Furniture
Furs
Gloves
Hair Goods
Jewelry
Knit Goods
Lingerie
Men s
Furnishings

Notions
Paints
Paints
Proprietary
Medicine
Radio Equipment
Schools &
Colleges
Sawing Machines
Shoes
Silks
Talking Machines
Toilet Requisites
Travel
Underwest
Vacuum

Instruments

every day from the PLAIN DEALER THE American Won in every family. I he does the buying.

Y B

ssiv

ure. Sch

ir 3 nt t

out

ICH

OF

t V

You're looking at perous KEY BUYER to school again—to a

8,000 Managing and 50's. Know a knore. About BUYIN ING and serving food coffee, bread, tea, knowder they should canned vegetables of

The Cle and one Oh

(land women



The Cleveland Plain Dealer's Home Makers School, held October 13, 14, 15 in Cleveland's Great Public Auditorium where President Coolidge was nominated.

in Wood YBUYER mily. Therely thinks ring.

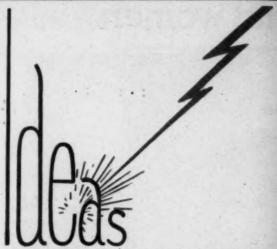
ring at ssive, pros-JYER ure. Going —to a School, too!

aging leir 30's, 40's ow a let to learn UVIN out COOKfood ICH cereal, tea, let or baking tould let WHOSE es or fest Nature's. Or HOW refrigerating, washing, ironing, sweeping or cooking can be done electrically.

8,000 of the KEY BUYERS of everything used in Cleveland and Northern Ohio homes. All keeping house with The Plain Dealer! As their mothers did, as their daughters will.

Then visualize the PERMANENT Home Makers School for Northern Ohio Women that's TWENTY-EIGHT TIMES as big as the one illustrated, that includes the 225,000 KEY BUYERS who are Keeping House with The Plain Dealer EVERY day!

leand Plain Dealer and Ohio-ONE Medium ALONE-One Cost Will sell it



THE SPARK IN ADVERTISING

HY do you stop to read an advertisement? Because there's an idea in it that jumps right out of the page and makes you! An electric shock? That's a good way to phrase it. You're literally jolted into active interest. Most impressions fade fast. Soadvertising ideas simply have to leave a mark that will endure—under the wear and tear of the busiest days. They must be vivid. (In preparing a campaign hundreds suggest themselves. Picking the right ones out of this army is our work. (Let us help you find ideas for your advertising that will make every dollar of your appropriation deliver its quota in sales.

They call us specialist and we are—specia ists in everything the goes into the makin, of the home.



Only items that make a home

If your products fall in this category, we can help you sell them a little better than anyone else.

RESANDMEYER & CO.
153 NO.MICHIGAN AVE.CHICAGO

ADVERTISING
SALES ANALYSIS RESALE PLANS



Labor Tells How It Wants to Help Management

A Statement of the Policy of the American Federation of Labor toward Advertising, Better Distribution and Production

By Chester M. Wright

Of the American Federation of Labor

I T may be to some extent revealing to set forth in PRINTERS'.

INK the most important recent developments in the formation of American labor's policy toward management, production, sales and distribution. In the light of the activities and public addresses of President William Green, of the American Federation of Labor, and of the declarations written into the record by the recent Detroit convention, labor presents to employers and to the general public policy and an attitude not to be luplicated anywhere else in the world. It is as distinctly American as Smithfield Ham or the hicken and waffles dinners of Dixie.

In presenting this picture I am frawing not so much on a fairly ong period of observation running back into earlier years as I am upon the developments of the ast two or three conventions of he labor movement and the policy very evidently being developed under the administration of Presi-

lent Green.

President Green has set forth, and the movement has proclaimed hat the wage-earner is entitled to a continuously and progressively nereasing wage as his output grows and enriches the nation. There has been, I am glad to say, an agreeably wide acceptance of his doctrine as being sound and natriotic; but there is a minority which still rejects it, just as minorities generally for a time reject growing ideas, doctrines, or phiosophies.

It is now possible to go beyond hat initial statement and make it lear also that labor believes—and has so declared—that labor has a gipht to demand efficient management in industry. So then, labor sentitled to a reward that grows

with growing output, and it is entitled to the kind of management that will get the most effi-

ciency out of industry.

What is meant by that is that labor demands the kind of management efficiency that manages production as it should be managed; not the kind of management that merely drives labor and seeks by that archaic method to speed up

production.

If labor demands efficiency in management it has an equal right to go a step farther and demand efficiency in distribution. It has a right to make war upon waste at every step, from raw material to final consumption in the homes of the land. Better distribution is one of the points of focus in this connection. It makes for continuity of employment. Continuity of employment is at once reflected back upon production in the form of continuity of market.

It may be well to interpolate at this point that President Green has made clear his own conviction that not only is labor entitled to a constantly and proportionately readjusted wage and to the highest type of management, but that it has a counter responsibility to produce in growing volume if it expects materially to advance its remuneration. This is significant of a growing tendency of vast importance toward an understanding that in everything lasting there

must be a quid pro quo.

ADVERTISING SOMETIMES MISUSED

A great many persons have said that advertising is economic waste. That broad assertion scarcely stands up under examination. Advertising relates output to market, or market to output, it educates the public concerning the merits of products, it increases the use of a

No

"The Brightest Spot





National Advertising
Representatives
New York Chicago Los Angoles
St. Louis San Francisco Atlanta

THE COMMERCIAL APPEAL
The South's Greatest Newspaper

1026

bhis*



*Balance

HAVE no fear for the stability of the Memphis Tri-State Market throughout any season of any year. The scale is always steady in this balanced zone. With millions of dollars produced annually in its thriving mills and factories, any inflation or deflation in agricultural values becomes merely a passing incident. Let The Commercial Appeal, of Memphis, help you with sound marketing advice to occupy your place in the New South's dominant selling field.



multitude of commodities of which America uses more than any other nation and in some cases more than all other nations. Advertising performs a distinct service, although advertising can be and is sometimes misused. Sometimes it does not seem to understand its responsibilities and now and then seems to reject all responsibility.

One of the services of advertising is to assist in the formation of a definite advance demand for a given commodity, so that employers can provide continuous employment, as in the case of William Cooper Procter who so well knows the advance demand for his soap that he can guarantee fifty-two weeks of work per year and carry

out his guarantee.

Every factor in the great business of production and distribution has its responsibilities. Labor has its responsibilities. Management has its responsibilities and it is frequently so alive to its responsibilities that it seeks to arrogate to itself the entire responsibility, denying to labor the responsibility which labor claims, which it is eager to accept and exercise and which cannot be properly exercised by any other factor.

It is a certainty that what I say in this connection will meet with disapproval in some quarters. There are still those who believe that management is all sufficient, that labor has only its strength of back and its obedience of mind to contribute to industry. I invite those to whom that point of view is dear to explain the cotton industry of America. Here we have an industry which proclaims that it cannot pay decent wages, which is frequently driven to confess that it cannot pay decent profits and which is in a deplorable state of chaos and disorganization. magic wand of unrestrained and unhampered management does not solve the problem of cotton manufacturing and marketing.

Textile mills, paying low wages, fighting bona fide trade unions, perching in desperation on the barren hilltops of decaying baronial grandeur in the tatters of a decadent aristocracy, invite the wholly destructive operations of commun-

ists. Thus disease and decay bring their inescapable evils.

Contrast this unpleasant picture with the Baltimore & Ohio Rail. road, which, with trade union cooperation developed to a high degree, with labor in its organized capacity contributing daily to the success of management and of the business, ranks as one of the two highest dividend paying roads in the Class A division east of the Mississippi. This co-operation of men and management takes in all of the machine and repair shopsthe whole working personnel-and every man is a personal representative of the road. He feels that he has a stake in it and he knows that its welfare is his welfare This contrast is no matter of accident. It is the result of policies the one archaic and unintelligent. the other constructive and intelligent.

I am willing to venture the assertion that any industry conducted as the cotton manufacturing industry is conducted can be revolutionized, both in production and in profits, and consequently in wages and the general happiness of those who perform the work, by changing the policy toward labor and by bringing intelligence into the management of production and dis-

tribution.

A MAVERICK PRODUCT

One little point about cotton is this: Cotton, to the average consumer, is just cotton, but in so small a matter as the family laundry soap, every family knows its favorite brand by name. We know our favorite bacon by name, regardless of the fact that it all comes from pigs which are much alike. So it is with most staple commodities. But cotton is the unknown wanderer, the unbranded maverick of the commercial range. It is reported that a man who has never had anything to do with cotton has bought a mill just to see what can be done by the intro-duction of methods which have brought system, justice and success to other fields of manucess to other facture and distribution. experiment will be interesting.

The sort of thing that still exists

1026

bring

chure Rail-0 00-

n denized the

f the two 1s in

f the n of n all

ops--and esenthat nows fare.

acci-licies,

gent. tellie asucted ndusationnd in vages

those hangand . the dis-

on is con-11 50

launs its know

reit all much staple the anded

ange. o has

coto see

ntrohave SUC-

าลทบ-

That

xists

Waste Circulation is unknown to Advertisers in Burroughs Clearing

Read by Bankers only every month

Surprisingly Low Advertising Rates

Write for more details and rate card.

The Burroughs Clearing House

Burroughs Ave. and Second Blvd., Detroit, Mich.

J. R. HAYES One Park Ave. Bldg. New York City

S. D. R. SMITH 434 S. Wabash Ave. Chicago, Ill.

C. D. MACGREGOR Burroughs Ave. and Second Blvd. Detroit, Mich.

E. C. WILLIAMS Hobart Bldg. San Francisco, Calif.

TRUE

HE Marshall Field idea holds good, in essence at least, for department stores of every size, everywhere. Such a store stands or falls on its own expert judgment of values suiting the personalities and the purses of its own special public. Its very life depends on wise selection, proper promotion, speedy selling

Who Is Your Purchasing Agent?

We are not content to act as a manufacturer's agent—accepting his product as we find it, and your patronage as the result of his advertising.

For we believe that intimate, daily contact with our customers gives us a more accurate knowledge of their requirements than any manufacturer can possibly have. And, we believe further, that out of our broad experience with the products of many manufacturers we can show the individual manufacturer how to make a better product.

Our offerings, therefore, represent our choice of the best goods available in each line, plus definite improvements we have had incorporated on our own account. Every article we show was selected and developed with your interest as the primary consideration. And we bespeak your patronage on that basis alone.

MARSHALL FIELD & COMPANY

Eughier Baratet



Rece vspa

hu

tisi

you

the

sid

ess

1026

d. in

es of

tore

at of

es of

s on lling

TALK

—on its own . . . However, the merchant is a human being—he reacts normally to advertising that touches his interests. Talk business, your business, to him; give him the facts and the figures; cultivate his favor; get him on your side, and he becomes your best salesman—an essential, sizable unit in your success. Tell and sell the merchant—and be'll tell and sell the millions.

Rece espaper advertisement of Marshall Field & Company

The most effective, most economical way to reach and influence dry goods and department stores

The Economist Group DRY GOODS ECONOMIST

DRY GOODS REPORTER - DRYGOODSMAN

New York — Boston — Philadelphia — Chicago — St. Louis — San Francisco — Paris in the textile industry has been to a large extent stopped in many other industries by the operation. of the immigration restriction law. The influx of workers who could be easily exploited because of their unfamiliarity with our ways and the low standards of living to which they had been accustomed and under which they were willing to continue, at least for a time. has been stopped. With this flow cut off, the natural demand of American workers for constantly improving conditions of life and living has had a chance to assert itself and to find its reaction in industry generally.

The result, which must gladden the heart of every thinking person, is that, with the exception of such anomolies as certain backward plants in the textile industry, the American wage-earner is the most productive and the best paid in the world. His organized intelligence. too, I am convinced, contributes more effectively to the general well-being of industry than is the case in any other country. I want to add, without disparagement of workers in any other land, that the American workers contribute intelligence. They have the point of view that the success of industry is a matter of common concern. They want high production. They want to see machine cunning and machine power developed as far as They are for the use of possible. power and more power. They do not stand with their hands at the throat of their government, nor do they stand with their hands at the throat of industry.

WHAT LABOR STANDS FOR

American labor stands for building up, for doing things, for making things, for distributing things broadcast among the masses, so that everywhere there may be resounding life, richer and richer each year in all things that make for material, mental and spiritual greatness.

Everything that is good and desirable in the promotion of higher standards of American life and industry can be promoted, at least to a large extent, by full and free recognition on the part of man-

agement that American labor is here to help, here to work, here to contribute its thought and ingenuity. A proper sharing of responsibility must follow. Management cannot forever shut itself un in a house of its own and keep its secrets to itself if it would keep pace with the world. That labor needs to know about things with which it has to work, in the midst of which it has to give its energy. must go without saying, unless we are forced to go away back to the beginning and teach again the A B C's of economic co-opera-Why should not labor know tion. about markets, about sales policies, about the cost of materials and from whence they come? Do employers think they have any larger stake in this country and its success than do the workers?

American industry cannot func-tion at its best if there is any notion of exploitation in either the hearts of workers or of employ-ers. Employees and employers must go on working together: That being the case, it is up to them to find the best way, not merely of getting along together, but of getting along together to their best mutual advantage and to the best advantage of everyone. When we grasp the idea that labor accepts the present order, that all of us must go on working together and that there is no other way, we must admit the conclusion that we had best get along intelligently together. If either employees or employers feel that there is exploitation at the hands of the other, then injustice is bound to result and industry is bound to suffer.

American labor stands just as strongly for recognition of the full rights of employers as it does for recognition of the rights of labor. What is aimed at is the promotion of mutual recognition of rights, mutual recognition and mutual granting of responsibilities.

Employees and employers must, unless they are blind, see that both wages and profits come out of the same industry. What is not put in cannot come out. More is put into the well-organized garment industry than is put into the disorganized textile industry. More comes

What Quality Readers Buy

Quality readers alone buy advertised products high and low in price.

Quality readers discriminate in purchases. They buy—and remember—trade-marked advertised articles when convinced of quality. They seek low prices, but demand quality. They prefer advertised to non-advertised goods. They alone can buy at the highest price levels.

Quality readers set buying habits. To acquire the good-will of such purchasers is the foundation of merchandising success.

The New York Times has the greatest number of readers of high quality of any newspaper in the world. Its censored advertising columns have the solid confidence of these readers. The Times is advertising leader in volume and character of advertising.

The New York Times

Circulation

Advertising

Average daily and Sunday, net paid 391,465 copies. 9,248,622 lines more than the second New York newspaper in 10 months, 1926.

* * The New York Times advertising columns are as cleen and free and for as its news. They what the appetite of the average reader by showing him day after day and year after your what useful and lovely things he can buy with his money, what profitable savings he can make in his income, how he can get ahead materially or spiritually by patronizing the advertisers in its columns. * * —WILLIAM ALLEN WHITE, Emporie, Kansas.

1926 or is

here d inf renagelf up ep its keep labor

labor with midst ergy, is we the

peraknow icies, and emarger

iuncany r the ployoyers ther:

not ether, er to ad to yone. labor t all ether

that ently s or exthe o reoffer.

full for abor. otion ghts, utual

nust,

both the ut in into into dusganomes

When a great entered

it first covered the key trading area

The principle it established in locating its first twenty-two stores parallels the principle national advertisers should follow in Boston

SOME years ago the great Liggett drug chain entered Boston.

The heads of this chain are Boston men. They know Boston merchandising conditions.

Their first twenty-two stores were located entirely within the 12-mile area recently defined by the Boston Globe as the key trading area of Boston.

During 1923, 1924 and 1925, fifteen new Liggett stores were opened within the 12-mile area in which the circulation of the Sunday Globe leads.

Store location by chain stores and national advertising coverage bear a close similarity in principle. Both seek to reach the greatest possible number of customers in the area of highest per capita buying power.

Granting the desirability of reaching every possible customer neither the chain store nor the national advertiser expects such a result. In locating stores—in planning advertising, the practical objective becomes coverage of the leading shopping center.

Boston's key trading area

THAT area has been defined accurately by the Globe's survey of department store deliveries made through the Clearing House Parcel Delivery. It is outlined on the map here printed.

In this key trading area the Sunday Globe leads all other Boston Sunday newspapers in circulation. And the daily Globe exceeds even the Sunday in total circulation in this same area.

That is why the Boston department stores use in the Sunday Globe as much space as in all the other Boston Sunday newspapers combined. That is why these same stores used the daily Globe during 1925 in greater volume than any other single Boston daily.

And the Liggett stores, both in location of outlets and in advertising confirm this principle. For the Liggett chain, too, places great confidence in the Boston Globe.

Boston merchants point the way for national advertisers

Within the 12-mile trading area of Boston are 1,700,000 people with a per capita wealth of \$2,000.

They supply one of the foremost Boston department stores with 64% of its charge accounts—to their homes go 74% of ell package deliveries by all department stores.

This is the key trading area of Boston. Advertise in it first through the Globe. Let the Globe bring to retailers of your product the rapid turnover that every worth-while retailer wants.

8. 1926

a

man nday nday 1 the nday area. partlobe ther omores 5 in ngle n in rtisthe on-

ay

area

ople

heir

to pid

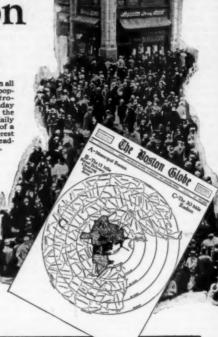
ile

drug store chain Boston

TOTAL NET PAID CIRCULATION IS

279,461 Daily 326,532 Sunday

It is pretty generally true in all cities with large suburban population that, in the metropolitan area, when the Sunday circulation is practically the same or greater than the daily circulation, there is proof of a real seven-day reader interest with a minimum of casual readers of the commuting type.



In the Area A and B, Boston's 12-mile Trading Area, are

64% of a leading department store's charge accounts 74% of all department store package deliveries 61% of all grocery stores 57% of all drug stores

60% of all hardware stores 57% of all dry goods stores 55% of all furniture stores

55% of all furniture stores 46% of all automobile dealers and garages

Here the Sunday Globe delivers 34,367 more copies than the next Boston Sunday newspaper. The Globe concentrates—
199,392 daily—176,479 Sunday.

The Boston Globe

out. The workers in the cotton industry—let me go farther and say all workers—have the right to demand that there be better management, more recognition labor's ability and of labor's rights, better methods of selling the product, less of gambling and more of producing. What applies there, applies with equal force every; where. Business can be put on a high and profitable plane everywhere. There is no insurmountable reason why we may not look forward to a day when textile workers are as well paid, as selfreliant, as ample purchasers of other men's products, as the workers in the finely organized building trades of the country.

It is not for me to say here in fine detail just how each industry should order its ways, just how it should develop management-labor co-operation. Conditions must govern developments. But I do know that the spirit of democracy is growing in the industrial world and that its growth is our best guarantee of industrial progress and social salvation. The frontiers of intelligence are advancing.

It all comes back to two things: First, there is a great principle involved under which the business of maintaining and improving life is not the private business of a small group, but is the business of all of us. Under that same principle all of us have a duty to contribute our best efforts to perfect that which maintains and improves life. We are not here merely to perpetuate that which was here when we arrived. We are here to improve and enlarge and develop brighten and spiritualize to an ever greater degree. Second, there is the practice by which we must carry out the principle. If industry must have its profits, pay its wages and save up its surplus for renewal and expansion, that is as much the true concern of labor as of management. We want progress. We do not want to stand still or go back to the days of the scythe and the flail. Industry must take care of its own and it is the good fortune of modern industry to be able to do this with almost a prodigal hand, where there is co-operation, intelligence and mu-

If we urge that labor's interest and its responsibility go beyond the turning of the factory wheels and extend into the field of distribution, which means selling, we are not stretching the point. Of course it extends to that. And the interest in that direction is the more alert since labor's entry into the banking field and its pronounced success in that direction, since its entry into the insurance field with its own Union Labor Life Insurance Company, since its entry into a half-dozen other lines of coma halt-dozen other lines of com-mercial endeavor. And there is the International Brick Company at El Paso, Tex., owned by the Bricklayers' Union, merchandising its wares with the help of advertising, dealing fairly with employees and customers, and succeeding. The Woodworkers Union is giving its union funds to advertise its beautiful product, in a joint campaign with the employers, for the advancement of the whole indus-Photo The Engravers' Union constantly works with the employers to secure more sales and more employment. The Boot and Shoe Workers' Union spends thousands of dollars a year to advertise shoes made by manufacturers who employ its members. The interest of labor in industrial wellbeing, industrial efficiency and growth and fundamental justice, grows deeper every year and every year it demands a more satisfying response.

Perhaps American business leads the world in the presentation of its commodities to those who are to buy. I grant without restriction that the display of the printed message has had much to do with this success. The business of selling is highly organized. But is it not true also that where there is intelligence enough in a business to do effective advertising and sellingproperly to synchronize and organize the distribution of the product -there is also a high degree of intelligence in the production end of the business? Such fine efficiency must be the result of properly shared responsibilities, properly distributed information, a properly or. You

terest

ribue are ourse e inmore

the

with nsurinto

pany the ising lvervees

ling.

its

dus-

rers'

the

and

1011-

ver-

in-

rell-

tice,

ery

ads its to

ion les-

his ing not tel-

do anuct

of of ncy rly lisor-

Farm families follow Farm Life's Leadership

There's a simple explanation:

Farm Life follows farmers' habits of thought. The farmers that we know prefer brief articles with short paragraphs, concise statements, and a good deal of humor. Few of them write long letters or talk with other farmers for two or three straight pages on any subject without interruption. Each month the editors of Farm Life discuss the intimate problems of farm life and farm business with more than a million farm families. These farm families understand and rely on Farm Life's editors because Farm Life's editors understand and servethem.

T. W. LeQuatte
Advertising Manager

Farm Life

Spencer, Indiana

ADVERTISING published in The New Yorker in October (our 20th month of publication) amounted, according to Printers' Ink records, to 100,823 lines, equivalent to more than 235 pages: a volume exceeded by only 5 other magazines.

The

NEW YORKER

25 West 45th Street, New York

The circulation of The New Yorker is now rounding 50,000. Its present advertising rate of \$400 a page (based on a guarantee of 35,000 circulation) will be increased on January 1st to \$500 a page, based on a guarantee of 50,000 net paid, A. B. C.

The

NEW YORKER

25 West 45th Street, New York

ganized spirit of co-operation. But there is another point to which I would call attention. The

which I would call attention. The great outpouring of our factories—the great selling success—is not due alone to sheer intelligence in handling the machinery of distribution. It is due to the fact that there are millions of Americans who are able to buy. This is the direct result of the high wage policy which has been unremittingly fostered and advanced by American labor and which is now so generally accepted by American employers that the exceptions stand out like beacons of a by-gone day.

Many employers used to think it was wise to compel labor to put in much and take out little in order that employers and stockholders might take out much. That leads to a few gilded halls, to a few who may indulge in excesses, and to many to whom poverty and ignorance are the common heritage in generation after generation. That is not the ideal for which America stands, and it is not what we see about us generally today.

This policy of which I speak is not merely one which is calculated to promote business or material success. Perhaps that is the smallest item. It is, I am persuaded, the one policy which can promote the highest type of average citizenship. It is the ideal of labor that America shall be a nation of free men and women, inenlightened, dividually individindependent, individually ually American to the core, in love with our country because of its inherent justice and because of its wide opportunities-a nation of men and women who will have nothing less than justice, nothing less than the best that can be had in all material, ethical, mental and spiritual things.

All of this rests upon an economic foundation and that is why we so concern ourselves with making that foundation strong and in proper proportion to the superstructure. Let there be economic justice, fair dealing, accepted and granted responsibilities, shared burdens and shared rewards, and our people will build every other good thing for themselves.

National Home Study Council Organized

Representatives of fourteen correspondence schools recently met at Washington, D. C., and organized the National Home Study Council, with headquarters at that city. The purpose of the council is to work for sutual in-provement within the home study field through the promotion of sound educational standards and ethical business practices.

practices.

The following officers were elected:
The following officers were elected:
President, Ralph E. Weeks, president of the International Correspondence Schools, Scranton, Pa.; vice-president, J. G. Chapline, president of the LaSalle Extension University, Chicago; F. M. Randall, vice-president of the Michigan State Automobile School of Detroit, and R. D. Smith, general manager of the Chicago Engineering Works, Chicago, and secretary-treasurer, Clifford Lewis, president of the Lewis Hotel Training School, Washington, D. C.

Tractor Account for Merrill, Price & Taylor

The Allis-Chalmers Manufacturing Company, Milwaukee, manufacturer of power, electrical and industrial machinery, has appointed Merrill, Price & Taylor, Chicago advertising agency, to direct the advertising of the tractor division of the company. Farm papers, trade papers and direct mail will be used.

Southern Newspaper Campaign for Golden Crown Table Syrup

An advertising campaign, using 132 newspapers throughout the South and farm papers, has been started on Golden Crown Table Syrup, manufactured by Stevart, Son & Company, Baltimore. "Hotcake Season, 1926-27" is being made the theme of the campaign, which is being directed by the H. Lesscraux Advertising Agency, also of Baltimore.

Elects Sales Director to Vice-Presidency

Joseph B. Bond, for five years director of sales of The Alaska Refrigerator Company, Muskegon, Mich., has been elected vice-president. He will continue to direct sales.

Kansas City "Star" Appointment

The Kansas City Star has appointed Doty & Stypes, Inc., publishers' representative, as its Pacific Coast advertising representative.

V. H. Crum Dead

Virgil H. Crum, representative of The Dairy Farmer, with the Chicago office of J. C. Billingslea, publishers' representative, died on November 9. . 1026

uncil COTTO

ed the mish штрове ial imv educa

isiness

ected.

ndence dents

a Salle F. M. chigan

t, and

icago.

Lewis aining

rrill.

turing

er of

ice &

ractor

apers,

aign

vrup

132

and

d by

being

which

craux more.

direcrator

heen tinue

intinted

epreertis-

e of

hers 9.

)

and

y,

A Great Medium for Food-Advertising

An ever growing number of food-product advertisers are using Physical Culture to reach a special class of readers who have proved phenomenally responsive to food-advertising. The reason for this responsiveness is obvious. They know that health is largely dependent on proper food. They are intensely interested in health, therefore they are intensely interested in foods and foodadvertising.

regularly advertised in Physi-Culture are Sealdsweet Oranges, Postum, Grape Nuts. Quaker Oats, Ralston, Wheatena, Pettijohn's, Toddy, Kaffee Hag. Ovaltine. Post's Bran Flakes, Kellogg's Bran, Enright's All O' the Wheat Flour, Fleischmann's Yeast, Wheatsworth Biscuit, Morton's Salt, Puffed Rice, Puffed Wheat, Eatmor Cranberries and many others.

The space used by one of these food advertisers in Physical Culture has been increased more than ten-fold in four years. In 1922 the total space used was 1,430 lines-in 1926 it amounted

Among the food products now to 15,444 lines! As all the copy used by this advertiser was keved, this amazing increase was based on equally amazing results.

The interest of Physical Culture readers in food and its preparation was again strikingly demonstrated when a single two-column advertisement in Physical Culture produced 3,000 inquiries for a scientific cooker against 800 from a leading magazine for women with four times as large a circulation as Physical Culture. The inquiry cost in Physical Culture was 18 cents. In the women's magazine each inquiry cost \$3.18.

Buy effectiveness-not mere size of circulation.

It's not the readers you pay for that count—it's the readers that pay you!

Physical Culture

1926 Broadway



Another fact-

More radios . . Yes, considerably more than half of all farm-owned radios in the country—58% according to Government figures—are on "Heart States" farms.

Radio means progressiveness—contact with markets and the outside world. Not a luxury alone, but a necessary addition to the farm home equipment. A permanent fixture indicating, again, the leadership of the "Heart States"—the greatest farm wealth-producing section known.

SUCCESSFI

The Pract m

10 TO March

5, K

Advertising Offices: DES MOINES, NEW YORK, CHICA

1026

"I wish to cooperate with you and your staff in any way that I can, and hope you will feel free to call on me for any little service that I, as County Extension Agent, can render."

THIS frank statement voluntarily written is significant of hundreds of letters that come to us from men on farms and County Agents of the middle west.

Such spirit of good will among the leaders of the great and important agricultural industry reflects the sincere confidence Successful Farming has instilled into more than a million farm families through serving them faithfully. For nearly a quarter century Successful Farming has been doing it.

Again, the leadership of Successful Farming as the foremost farm publication to reach the more prosperous, substantial farming communities, is emphasized by the advertisers who are enlarging and renewing their schedule for 1927, and the verdict of farm people and County Agents in the greatest food and wealth-producing section in the world—the "Heart States."

FARMING

act m Paper

omes, Iowa

HICA

S, KANSAS CITY, MINNEAPOLIS, SAN FRANCISCO

As T

I HA

the n

handle velopi work, for handle etc. the h Durather up I as the

possil

bright ferent to pu

wheth the v stall

some I wro of the truth It's tailer gets every up co has o

that enthuname Then good

ders and now

Ou

to th

Por

Atlan tion



The PROVINCE and the STATE

The Canadian Provinces—correspond to the States of the United States.

In population

Alberta equals			Montana
British Columbia	equali		Utah
Manitoba equals			
New Brunswick e	quals.		Vermont
Nova Scotia equa	la		New Hampshire
Ontario equals .			Iowa
Quebec equals .			
Prince Edward Is	land e	quals.	Nevada
Saskatchewan equ			

Here's a market you should enquire about. Ask your agency or write these papers.

The Paily Hewspapers of Eanada

Prairie Market

Paper
Winnipeg, Man "Free Press"
Winnipeg, Man "Tribune"
Rogina, Sask "Leader & Post"
Moose Jaw, Sask "Times-Herald"
Prince Albert, Sask "Herald"
Saskatoon, Sask "Star & Phoenix"
Lethbridge, Alta "Herald"
Edmouton, Alta "Journal"
Culeury Alta "Horald"

Pacific Market

Vancouver	-	0			Paper "Province"
ancouver,	B.	C.			"Colonist"

Maritima Markat

	ING SE		ю	83	e		4	III III WES
St. John,	N.	3	3,			0		"Telegraph-Journal
Halifax,	N.	8.						& Times-Star" "Herald & Mail"
Halifax,	N.	8.				0		"Chronicle & Echo"

Ouches Menha

	Que	Я	4	v	C	2	Z	urket
Montreal	, Que.							"Gazette"
							*	"Le Soleil"
Guchas	Our							SET STREET, STREET

Ontario Market

Toronto,	Ont					"Globe"
						"Telegram"
						"Spectator"
Kitchene	r, Omi	L				"Record"
Kingston.	Ont.					"Standard"
Peterboro	Owt					CC William on Aman 2

(All Members of A. B. C.)

Ontario Manitoba Alberta

Quebec Princ Nova Scotia New Brunswick

Prince Edward Island cotia Saskatchewan wick British Columbia

Preserved by SMITH, DENNE & MOORE, LIMITED, General Advertising Agents, Toronto, Car.

What the Dealer Wants, Needs and Must Get

As Told By an Executive Who Has Been in a Position to Make Some Particularly Close Observations

By Frank H. Cole

Advertising Manager, Peter Henderson & Company

I HAVE been a retail merchant since 1901. I do business under the name Cole & Co., and I am located in Asbury Park, N. J. We handle Eastman Kodaks, do developing and printing, commercial work, and are especially equipped for quantity orders. We also handle radios, books, fountain pens, etc. Our total each year is under the hundred thousand mark.

During the last month of a rather poor season as things came up I have tried to note them just as they appeared at that particular time. Maybe on some of them, possibly on many of them, the brighter tomorrow gave me a different viewpoint, but I have tried to put down the reactions as they

came to me.

What does a retailer think about? Mostly, he is wondering whether he will pay the bank or the wholesaler or whether he will stall them both and keep a little balance so that he can borrow some more later on. I think when I wrote that originally it was one of the Blue Days, but there's more

truth than poetry to it.

It's no bed of roses, being a retailer. The snappy salesman who
gets a letter from headquarters
every day keeping his enthusiasm
up comes in. He is magnetic and
has only one thing to think of and
that is his goods. He temporarily
enthuses the merchant—gets his
name on the bottom of the order.
Then, two weeks later when the
goods come in, the merchant wonders how he ever bought so much
and what he will do with them
now he has them.

Over-selling the merchant by the manufacturer brings more retailers to the wall than anything else and

if you want to help the small retailer do so in the buying end.

It is very nice to have the highpower expert salesman sell a bill of \$2,000 when the merchant only should have bought \$500 and it seems good to you, but is it? I have had salesmen and houses urge me to buy more than I was ordering, but I do not ever remember that any house or any salesman ever said to me: "You can get more as you need it; don't buy so much."

We don't like special concessions or prices or preferences. While they are all pleasant at the time, still I would a great deal rather do business with a firm that does not have a varying policy. I have only one price to my customers and I want the same thing with those from whom I buy. We are really more worried over our competition getting a lower price than in getting it ourselves.

Don't advertise goods until you can supply them to your dealers. Don't create a demand until your retailers can take care of that de-

Where we can we like to have exclusive lines, especially if they are good. I think you will find that a dealer will do more advertising, will give more display and in general push your goods far more if he handles them exclusively.

Because of the splendid attitude of the Eastman Kodak Company toward us, we carry practically every film in stock that they make, even to sizes that are only called for two or three times a year. It costs us \$75 or a \$100 a year to do this, but we take pride in the fact that we can always supply customers with what they went

We believe in price maintenance

Portion of a talk delivered at the Atlantic City convention of the Association of National Advertisers.

because it gives us a fair chance. In our radio department we are handling only two lines of sets and for two reasons:

First, because we believe they are two of the best on the market today, and

Second, because they are not cut by other dealers.

We have trouble at times with your credit department for most of us keep our own books and draw our own checks to pay our bills. Single and double and journal entries don't mean a thing to most of us except trouble.

Can you imagine the man who has worked day and night day after day, week after week, getting a letter regarding his account telling him to go to his bank and arrange a loan so as to discount his bills or at least pay them? Go to the bank! He can go there blindfolded! He's been there so often that they don't say "Good morning" any more. It's generally "Back again?" But the banks do help him and they do so to an extent that the average credit man couldn't sleep nights if he did it.

CUSTOMERS AREN'T ALWAYS RIGHT

Not long ago I received a handsome card from a wholesaler bearing the Marshall Field slogan "The Customer is Always Right." It's a pretty thought and in the long run it will pay the retailer who follows it, though in my own experience, I have changed it a little. The Cole slogan is "The Customer is always right the first time and the second time, but the third time he has got a bad habit."

Most of you will agree with that policy for the retailer, but how many wholesalers or manufacturers have signs in their offices which read "The dealer is always right"? Yet, he is often fairer in his complaints than is the retail customer.

Don't get irritated when we don't answer your letters. There are a lot of men who don't like to write letters even when there is a stenographer available. They don't even like to dictate. Their letters are either written in long hand in between customers or possibly thumped out on a typewriter by the one-finger method.

There is nothing that chills as much as to send a complaint and get back a letter signed "Blank & Co." If it is signed "John Jones" and at some time we have met Jones, it means a lot. It helps us also with our trade. We take pride in being able to say: "I'l take it up with my friend, Jones." But when we get a letter signed Blank & Co. and down at the bottom a notation—Address all letters to the firm"—then our conception of Blank & Co. is of a machine; of a something without any personality to it at all.

We want your help in our ad-We get a great deal vertising. now, but mostly it isn't what we want. I have never tried seriously to analyze the difficulty, except that it is very much like a college professor talking to a bricklayers' convention. It has the appearance of having been gone over and over by man after man until all the humanness and punch has been improved out of it. Perfect English is very tiresome and I would rather have a piece of copy that violated all the rules of grammar. so long as it was not offensively so, than a machine-turned bit of perfection, provided the first really said something.

We want you to help us do business, but not the help that so many of you offer. Have you ever pictured from the outside what much of the dealer help that is offered us is? Sometimes it reaches us in good shape and often it is battered through the mails. We look it over and because we are ordinary people, we just can't get the idea at all and down in the cellar it goes to join the vast number of other brilliant ideas that haven't gone across.

lust

'Ok

EVE

net |

subs

The

WO

of gr

to sp

news

Don't send us a lot of junk for our windows that we won't use. Your display may look fine in a dummy window in your plant, but you don't know that it will in ours. Suggest windows to us by pictures and give us the opportunity of sending for them if we want them. Sometimes we need a little education as to the possibilities of our windows. Then, again, when you send us prepared displays, they should be flexible so that they can

1026 5 90 and lank ohn nave elps take "I'll les." med botters tion ine: perad. deal We

usly cept lege

ance

the been ing-

ould that nar, vely

of

you side

that it

ften

ails.

we an't

the

umthat

for use. n a but

urs.

of em. icaour you hey can



The Phenomenal Success

Of The New

Evening World

Net Paid Circulation Nov. 15th

14,248

Just two short months have passed since *The Tulsa World*, "Oklahoma's Greatest Newspaper." announced the **NEW EVENING EDITIONS.** The successful story is told in the net paid circulation figure of **14,248** on November 15th and subscriptions mounting by leaps and bounds.

The Tulsa World is proud of the success of the NEW EVENING WORLD and it is only natural that we express a deep feeling of gratitude for this vote of confidence and to pledge ourselves to spare no effort to make The Evening World the best evening newspaper in the southwest.

TULSA-WORLD



Now Over **500,000**

Effective November 24, The Weekly Kansas City Star will take over all the circulation of The Weekly Globe-Democrat west of the Mississippi River,

WITH the addition of 125,000 subscribers, due to the purchase of The Weekly Globe-Democrat's mail list west of the Mississippi, The Weekly Kansas City Star now offers advertisers a total circulation of more than 500,000 paid copies each issue—the largest farm weekly in the world!

More than half a million circulation in the richest agricultural section of America!

No Increase in Advertising Rate

Five hundred thousand circulation at an advertising rate scaling from \$1.25 a line down to 75 cents a line.

The supremacy of The Weekly Kansas City Star in Missouri and Kansas has been augmented particularly. The Missouri circulation now totals nearly 200,000 subscribers; the Kansas circulation more than 101,000 subscribers—300,000 subscribers in the two states!

See the revised circulation by states in the column to the left. It tells the story of amazing sales opportunity in an aggressive, progressive territory where two-thirds of the entire population is rural.

Make reservations now for winter and spring. Get your share of business from this three thousand million dollar market.

CIRCULATION BY STATES

Missouri	194,601
Kansas	100,870
Arkansas	47,867
Oklahoma	56,616
Iowa	44,488
Nebraska	26,073
Colorado	14,163

TOTAL 528,817

Other States 44,139

The Weekly Kansas City Star.

Over 500,000 Paid-in-Advance Circulation
Chicago Office, 1418 Century Bldg, N.Y. Office, 15 E. 40th St.

be us shape Just seems mail c

Nov. I

manuf of the them a not loo that m his cu there i used a compe-If I

to indunames home of do wo the en would the wo of it v I have done, a lot of staying One

sends
asks til
of sale
chaser
don't
them a
But w
record
are va
though
them
the mi

The manuf tailer clerk all the less at tact po

is the

has reman.
turer of
tory of
thing
he wo
togeth
show
best of
the po

wrong

8. 1026

ty

ly

r.

h-

of

ist

ly

T3

00

m

n

of

e

11

5

-

8

e

y

-

3

e

n

e

S

be used in different size and

shape windows.
Just at the present time there seems to be an epidemic of direct-mail campaigns worked out by the manufacturer for the dealer. Some of them are excellent, many of them are waste. The retailer does not look with favor upon any plan that means the sending of a list of his customers to any firm where there is any possibility of its being used at some future date by his competition.

If I were conducting a campaign to induce dealers to send a list of manes for circularizing from a home office, the first thing I would to would be to emphasize that at the end of the campaign the list would be returned and to pledge the word of the firm that no copy of it would be retained in its files. I have never known of that being done, but I believe it would bring a lot of dealers into line who are saving out now.

One of our radio companies sends us a card with each set and asks the dealer to send in the date of sale and the name of the purchaser of that particular set. We don't do it—why should I give them a full list of my customers? But we do use the cards for our record of sets received and they are valuable to us in that way, though the use we are making of them probably never entered into the mind of the man who designed the plan.

The point of contact between the manufacturer, the jobber, the retailer and the purchaser is the clerk behind the counter and of all the parties in the long chain, less attention is paid to the contact point than to any others.

The Eastman Kodak Company is the one company I know of that has really tried to get to the salesman. A fountain pen manufacturer once had a man on our territory who was good and the one thing about him I liked was that he would always get our clerks together and talk his pens to them, show them the selling points, and best of all, take up one by one the points that were liable to go wrong; take a pen apart and show them how to repair it. When our

girls talked fountain pens to customers, they knew not only the outside, but they knew what each part meant. But he is gone and his firm is no longer one of our best bets.

I had one salesman who I used to think was the best that I had ever known. For over a year he called on us once a week before he got an order, but our last October's account with his firm was about \$2,500. Every little while when we had trouble with pass it up with a curt, "It isn't up to us"—but he would give it the same attention as though he had sold it.

Perhaps, all that I have said may be summed up in a few words: Establish as close a contact, as personal a relationship with your dealers as you can. Give them an actual contact with your firm, an individual who represents the firm with them in their dealings and whether it be office man or salesman, give him authority to do things. Even though he may make an error now and then that may cost you a little money in allowances that shouldn't have been made, the return to you will he many-fold.

Encourage your dealers to write to you. A complaint is half adjusted when a man has a chance to tell it in detail to someone in authority and very often in writing he gets a slant at your side. When he does write-answer the letter and answer it promptly and carefully. The long complaint may be only one letter out of 500 to you, but to the writer it is his letter and the only one of the 500 he is interested in and he knows just about when he ought to get a reply. A fair letter, getting his angle as well as your own, will always help matters, but no letter at all would be better than some I have received. The mail is a great institution, but there is a lot of business lost by writing letters that should never have been sent.

With James Gray, Inc.

Ferdinand Povelite has joined the staff of James Gray, Inc., New York, mail advertising service.

Nov. 18.

In

In the every i

saler.

This 1

nulling

When

he 1100

Illinois

Preside

Illi

Death of W. W. Workman

ROM an early beginning with "Uncle Tom's Cabin" road show to one of the leaders in the outdoor advertising business briefly outlines the history of William Workman, who died at Richmond, Va., on November 11.

ST.

W. W. WORKMAN

At the time of his death, Mr. Workman was manager of the Richmond district of the General Outdoor Advertising Company and State senator from Richmond. He was forty-nine years old

Mr. Workman first came to Richmond as

a lad of seventeen with an "Uncle Tom's Cabin" company. Walter S. Burton, owner and manager of the Burton Bill Posting Company, was impressed with the young man's personality and took him into the business.

Later he became associated as a partner with W. A. Klevasahl in an outdoor advertising business, from which he retired to go to Europe with the Barnum & Bailey circus. Upon his return to Richmond, he again joined the Burton and Klevasahl interests. This association continued until 1906 when the concern was incorporated as the Burton System, later known as the Dixie Poster Company, a system which covered many Southern cities. In 1917, he became president of the organization which was merged two years ago with the General Outdoor Advertising Company, with which he continued as manager of the Richmond branch.

Mr. Workman was an active figure in the Poster Advertising Association, a predecessor to the Outdoor Advertising Association. He had been president and, during

the war, went to Washington as the association's Government representative. High tribute has been paid to him for his efforts in bringing about co-operation between poster advertising interest and the Government to the editat the outdoor medium was made to serve the various Government departments in their numerous war activities.

New York Publishers to Ban Free Radio Advertising

At a recent meeting of the Publishers Association of New York, a me of rules was adopted designed to eliminate free advertising in radio program. Edwin S. Friendly, business manage of the New York Sus, was appoint censor to see that the rules are followed. All names of advertisers or possible abvertisers and their trade-marks are to be eliminated from the radio programs published each day in the papers.

New Advertising Business a

A new advertising business, Wesstock, Landsheft & Buck, Inc., has been formed at Buffalo, N. V. The member of the new company are: E. J. Wesstock, formerly with Walz-Weinstock Inc.; A. W. Landsheft, for eight yen head of the Landsheft Advertising Agency, Buffalo, and Paul Buck, whas been engaged in sales-promote work.

Six-Month Campaign Plannel for Tacoma

The Tacoma, Wash, Chamber of Camerce has adopted plans for a six-mont advertising campaign to begin after the year. National magazins will be used to appeal to tourists at o exploit the industrial advantages of Tacoma. This campaign will be directly the Tacoma office of The Izzel Company, advertising agency.

Canada Dry Sales Increase

Canada Dry Ginger Ale, Inc., Ne York, and subsidiaries, report sale of \$6,521,726 for the nine months end September 30, against \$4,851.187 in the same months last year. Net prid for this period in 1926 was \$1,226,ill after charges; in the previous yet \$951.299 was reported.

Mount Vernon, Wash., "Herald" Sold

The Mount Vernon, Wash., Hmilhas been sold to Harry B. Aveillowner of the Cle Elum, Wash., Misso Ecko.

18. 192

t repres been orts in on benterests the end

overn-

Ban ng

e Pub c, a set o elimiograms, manager opointed

re to be

ess at

Weinas been nembers

Wein

instock, t years ertising k, who

annei

of Com

ter the gazines its and ages of

lirected

Izzani

ease

ales d

ender 87 fur 26,015

Hersk

Mine



19 Jobbing Centers Give Complete Distribution in Prairie Farmer Territory

In the Illinois territory nineteen centers of distribution bring every retailer within 50 miles of his source of supply. Even the general store merchant is only two hours from his jobber or wholesaler.

This local contact in merchandising and in advertising means bulling Illinois trade without lost motion or waste.

When you talk Prairie Farmer to a jobber or retailer in Illinois he understands you. He knows from first-hand experience that Illinois farmers read and believe in Prairie Farmer.

President Williams writes:

"In driving around Illinois, am greatly impressed with the thoroughness with which the state is covered by your list of subscribers. Also, note that you have a very large proportion of the highest grade, most progressive farmers in each community, on your list of subscribers." Chas. W. Williams, President, Williams Hardware Co., Wholesale and Retail. Streator. Illinois.



Prairie Farmer's 50-page Data Service Book gives a definite analysis on each of these 19 jobbing centers, number of prospects, farm purchasing power, Prairie Farmer subscribers, etc. Sent free to advertisers and agency executives. Write for it.

PRAIRIE FARMER-Chicago

Burridge D. Butler, Publisher

Illinois' only weekly farm paper; 200,000 guaranteed in 1927

Illinois Member Standard Farm Paper Unit



You Need Local Advertising To Win Jobber Support

Your jobbers in the Omaha-Lincoln trade territory will ACTIVELY co-operate with advertising in their "Home State" farm paper—The Nebraska Farmer.

They do so because they know their retail trade's acceptance of The Nebraska Farmer as the only medium of any worthwhile value for developing local farm business.

When your salesmen or your jobbers' salesmen tell a Nebraska merchant a line is advertised in The Nebraska Farmer, that merchant KNOWS the advertising is going into three-fourths of all the farm homes around HIS town—in the territory from which he draws trade.

The preference of Nebraska merchants and Nebraska jobbers for The Nebraska Farmer as a real sales and advertising help is attested by numerous investigations and by written endorsements from leading jobbers in all lines.

To increase consumer sales in Nebraska; to build and strengthen jobber and dealer connections, sell the state's greatest market (the farm market) through its only home farm paper—

THE NEBRASKA FARMER

Nebraska's Farm Paper

SAM R. McKELVIE, Publisher, Lincoln, Nebraska

WALLACE C. RICHARDSON, INC.

STANDARD FARM PAPERS, INC.

250 Park Avenue, New York

EDW. S. TOWNSEND, 822 Kohl Bldg., San Francisco

Nebraska Member Standard Farm Paper Unit

Nov. 18

James

governin Stock E of the reau at rectors Harrima Harrima elected Brooks, pany, secretar; mittee officers bridge, Advertis Sisson, Trust C

Pape Harry Economi man of the He will son, of who ha the bus America Agencie

Adv Edwa Mills, sistant fore jo gust, h of Saks Kent M sistant was rec vertisin

R. F Richard tising a a new He had Companyertisin

R.

Miln vertisit direct Seattle magazi

Ru

Phili

Philipreside York. 18. 1026

ing

itory

g in

aska

ide's

only

ping

ell a

The

the the tory

Ne-

real

'Ous

om!

ild

sell

et)

WC.

icago

mit

I. C. Auchincloss Heads National Bureau

James C. Auchincloss, member of the overning committee of the New York Slock Exchange, was elected president of the National Better Business Buseau at a meeting of the board of directors on November 11. Lewis G. Harriman, of the Manufacturers and Traders Trust Company, Buffalo, was dected vice-president and John H. Brooks, of the John H. Brooks of the John H. Brooks Company, Scranton, Pa., was chosen as secretary-treasurer. An executive committee was formed composed of the General Composed of the Bureau, C. King Woodbridge, president of the International Advertising Association, and Francis H. Sisson, vice-president of the Guaranty Trust Company of New York. Stock Exchange, was elected president of the National Better Business Bu-

Advertising Agency-Business Paper Chairmen Appointed

Harry E. Taylor, of the Dry Goods Economist, has been appointed chair-Economist, has been appointed chair-man of the agency relations committee of the Associated Business Papers, Inc. He will work with William M. Richard-son, of Barrows, Richardson & Alley, who has been reappointed chairman of the business paper committee of the American Association of Advertising Agencies.

Advanced by Pacific Mills

Edward S. Morse, of the Pacific Mills, Boston, has been appointed assistant in charge of advertising. Before joining the Pacific Mills last August, he had been advertising director of Saks, Fifth Avenue, New York. E. Kent Mitchell has been appointed assistant in charge of field service. He was recently with the H. E. Lesan Advertising Agency. vertising Agency.

R. F. Shults Joins Joseph Richards Agency

R. F. Shults has joined the Joseph Richards Company, New York adver-tising agency and will be in charge of a new outdoor advertising department. He had been with the Thomas Cusack Company and the General Outdoor Ad-vertising Company, as branch manager.

Rug Account for Seattle Agency

Milne Ryan-Gibson, Inc., Seattle advertising agency, has been appointed to direct the advertising of Atiyeh Bros., Seattle, imported rugs. Newspapers and magazines will be used.

Philip A. Conne Resigns from Saks

Philip A. Conne has resigned as vice-president of Saks & Company, New York. He had been with this company since 1902.

A. G. Pinard Heads Canadian Advertisers

A. G. Pinard, of Lowe Brothers, To-ronto, was elected president of the As-sociation of Canadian Advertisers, which sociation of Canadian Advertisers, which met last week at Toronto. The new vice-presidents are: C. L. Dyer, Ford Motor Company; F. H. Cluse, Salada Tea Company, and Robert Beattie, National Trust Company. G. L. Spry, the Huron & Erie Mortgage Corporation, was re-elected vice-president. H. H. Rimmer, of the Canadian General Electric Company, was named treasurer. F. E. Clotworthy was re-elected secre-

Memphis "News-Scimitar" Sold by Paul Block

The Memphis, Tenn., News-Scimiter, an afternoon paper, has been sold by Paul Block to the Scripps-Howard organization, publisher of the Memphis Press, also an afternoon newspaper, with which the News-Scimiter has been merged. For the present, the papers will be published under a combined name as a new name has not yet been decided upon.

Canadian Pacific Appoints Ray D. Lillibridge

The Canadian Pacific Railway has retained Ray D. Lillibridge, Incorporated, New York, to handle the advertising of its Mediterranean, South America, Africa and World Cruises. This is in addition to the advertising of Chateau Frontenac and other Canadian Pacific hotels recently placed with this agency.

Plan to Continue Red Cedar Shingle Campaign

At the annual Red Cedar Shingle Congress, to be held on December 2 and 3, at Seattle, plans will be made to continue the advertising campaign of Northwest shingle makers, for the purpose of meeting the competition of patent roofing materials.

Appoint Doty & Stypes, Inc.

The Pacific Coast Architect, San Francisco, has appointed Doty & Stypes, Inc., publishers' representative, as its advertising representative in the Northwest and British Columbia.

Better Fruit, Portland, Oreg., also has appointed Doty & Stypes as its advertising representative in the Northwest.

New Account for Detroit Agency

Brooks Landscape Irrigation Engineers, manufacturers of automatic, time-controlled lawn-sprinkling systems, have appointed the Grenell Advertising Agency, Detroit, to direct their advertising account.

Newspaper Publishers Hold Mid-Year Meeting

The Problems of Increasing Efficiency and Reducing Waste Were Given Thorough Attention

ECONOMIES in operation and increased efficiency in the administration of the various departments of newspaper publishing were given a thorough discussion at the fall convention, last week, of the American Newspaper Publishers Association. The meeting, which was held at French Lick Springs, Ind., was attended by about 200 executives from newspapers throughout the country.

John Stewart Bryan, of the Richmond News-Leader, president of the association, opened the meeting and introduced William B. Bryant, of the Paterson, N. J., Press-Guardian, who presided over the succeeding sessions. In the consideration which was given to the question of revenue, its relation to advertising as a source was covered by Edwin S. Friendly, business manager of the New York Sun. After referring to President Coolidge's recent address on advertising, Mr. Friendly stated that the President's summarization was appreciated by newspaper publishers who know what advertising has accomplished in the development of economic relations and in the betterment of living conditions.

"One of our faults, it seems to me," the speaker said, "is that not enough of us demonstrate our honest belief in what we're selling to practice it extensively ourselves for our own organizations." White space in newspapers, he continued, to be productive of revenue for publishers must have real value if advertisers are to be induced to remain in a paper and others are to come in. The next important step is to obtain salesmen who will convey a good impression of their publication to the advertiser. These be salesmen must adequately equipped with complete information to help the advertiser in his marketing problems and they should be questioned occasionally

to make certain that they are com-

"The salesman handling food accounts," Mr. Friendly continued "should be able to offer suggestions to his clients regarding consumption, the cost of living, etc., that will make their advertising more effective. He must think constantly of ways and means by which his clients can get the most out of their expenditures."

E. M. Antrim, of the Chicago Tribune, spoke on the association's traffic department and introduced W. J. Mathey, its new manager. Mr. Mathey reported that the traffic department had functioned with a great deal of helpfulness to members and had been instrumental in saving some money. George M. Rogers, of the Cleveland Plane Dealer, chairman of the mechanical department committee, introduced W. E. Wines, new manager of that department.

C. W. Nax, of the St. Lous Globe-Democrat, spoke on the value of classified advertising to newspapers which, he stated, was not generally appreciated by newspaper executives. A study will convince many that this department of a newspaper is self-supporting and can be made to produce greater revenue if properly handled.

He

and f

tincti

natio

Th

1881)

cashe

year,

and a

in the

Al

E

addr

They

M

Each morning of the three-day meeting was devoted to business matters. In the afternoon a golf tournament was played. J. L. Mapes, of the Beaumont Enterprise and Journal, won low not score with a sixty-seven. He was presented with a trophy by the board of directors.

Test Copy Preliminary to Pacific Coast Campaign

The Pacific Manifolding Book Copany, Seattle, has appointed K L. Haman-Advertising, Inc., Oakland, Calif. to direct its advertising account. Tel copy is being run in Portland and Seattle newspapers preliminary to a coast-wide campaign. Given

e comod actinued. estions sump-, that ITMES tantly h his their nicago tion's duced lager. the ionel ess to meseorge Plain nical fuced that

Louis

the g to

was

ewswill

ment rting eater

-day

ness

golf L

ster-

net

Was.

the

O Com

lif.,

and



WHO IS THIS MAN?



DAN D. CASEMENT, Manhattan, Kansas

He is a breeder and feeder of livestock, extensive land-owner and farmer, and leading citizen of the community. He is a distinctive type of farmer, whose business allies him with the only national livestock journal—

The Breeder's Gazette

The strong and growing circulation of this weekly (established in 1881) is almost exclusively among men of his character and class. He cashes thousands of dollars' worth of animals and soil products every year, and expends large sums for farm and barn equipment and supplies, and a long list of manufactured articles for his family and home.

All stock breeders are farmers. They own and operate the best farms in the United States. They are the creative improvers in agriculture—the

Who's Who in this basic calling.

Experienced as business men, they are a select audience to whom to address business proposals bearing upon their many-angled occupation. They swear by

The Breeder's Gazette

Published Weekly by
THE SANDERS PUBLISHING COMPANY

529 South Franklin Street Chicago, Illinois

Member of Standard Farm Paper Unit





man his d become is al alert betw

define the to water out spon job his into

a que getti

the

the !

futu

intr

cau

inte

Wh I'm \$10

tion

mo

in Ohio

during the first nine months of 1926-

Ohio commercial advertisers placed over 4,400 lines more of business in Ohio Farmer than in the other farm paper.

"of Known Value"-

to Ohio Dealers

to Ohio Jobbers

to Ohio Advertisers

OHIO FARMER

--- CAPPER PUBLICATION-

Cleveland.

Ohio



"No Ouestions to Start the Letter"

Why a Dogmatic Ruling of This Kind Is Necessary for a Large Force of Correspondents

By Lawrence C. Lockley

Correspondence Counselor, The First National Bank of Los Angeles

IN every large correspondence department, there is always one man who can watch the clock and his desk at the same time without becoming cross-eyed. And there is always one man who is keen, alert, progressive. The rest vary between these two extremes like a definite attempt at corroborating the law of averages. They must be told what to do. They must be watched constantly and prodded out of ruts. In fact, a correspondence chief often finds his job amounting mostly to keeping his letter writers from dropping into ruts.

. 18. 1026

Certainly, starting a letter with a question is the easiest way of getting it started. True, likewise, the plan may be effective if the question is pat and pertinent. But the ques'ion rarely is. It is usually a general challenge for attention; a feeble attempt to bridge the great gan between what the reader is thinking about and what the writer wants to say.

A few typical openings from my dav's mail will illustrate the point. "Have you prepared for the future?" Now, isn't that a rather inane question to ask a busy man?

"Which of these two things are you doing?" Naturally, such an introductory question is better, because it piques curiosity. But curiosity is cheap, compared with interest.

"Do you want to make \$100?" When this letter intrudes itself, I'm too busy, making a part of \$100, to worry about it.

Naturally, poor openings, question or statement, could be multiplied almost indefinitely. But the point is this: A question is rarely used to open a letter if the writer can think of a better and a more direct way of opening it.

The trend in direct-mail selling is toward shorter, simpler, and more to-the-point letters. The

letter writer who writes profitable letters is the one who can put his message before busy men. He must be able to find a terse statement that will bridge the gap between his message and the thoughts in the mind of the reader.

Now no one who has read any number of sales letters will dare to say that this cannot be done with a question. A clever letter writer can, in the first sentence of his letter, pop a question at his reader that will not only insure the reader's attention, but half sell him as well. But set instructions are not drawn up for clever letter writers; they are drawn up for whole correspondence departments. They must ban, not only practices that are actually and invariably prejudicial to letter selling, but practices that are likely to lead to careless or perfunctory writing as

EASIEST WAY NOT ALWAYS BEST

Since the question-opening is the easiest way for the writer to get into the sales letter, it is also the way that is most likely to encourage letters that do not seek the exact point of contact between the sales appeal that the letter presents and the interest of the reader. One of the masters of style has said: "I must write with labor that my readers may read with ease." Had he been writing about sales letter writing, he might have said: "I must write with labor that my readers will read." The easy way is not necessarily to be recommended.

What, then, should correspondents do if they are to eschew the question-opening?

Probably no absolute formula or recipe can be given. Many good leads are written by chance, are stumbled on. Many are written by men who know their prospects and their prospects' interests so

thoroughly that they are not conscious of the definite process of ratiocination that gives them their openings. But an analysis of any successful letter will show that the lead meets certain requisites that can be arrived at by a simple process of thought.

Although each prospect has a common interest or series of interests with the seller who can supply his needs, this field of common interest is usually latent or unconscious. The prospect has his conscious mind completely filled with the routine of his day's work and with his hobbies—whether they are golf, baseball, football, motoring, etc. In order to break through this protective wall of concentration on the day's business, the seller must wedge his sales presentation into the prospect's mind by coupling it with some item in the prospect's continuous and conscious field of

thought.

A concrete instance will make the point. Suppose a letter writer must write a letter selling business insurance. If he puts before his prospect first the question: "How much would business insurance mean to you if your partner dies tomorrow?" the prospect would very likely disregard the letter. Instead, let the letter writer seek out some point that the prospect will think about every day-some worry, if you will, that preys on his mind. Credit may be such an item, particularly if the prospect's business is small. Let him sneak his sales points into the prospect's mind behind the entering wedge of some aspect of credit: "Nothing will help you to stabilize and maintain your business credit maintain your more than business insurance.' Mr. Prospect will read the letter!

For every article or service to be sold, there are any number of avenues of easy access. An automobile dealer may tie up with a new finance company because the correspondent mentions in the first line of his letter, "endorsing contracts without recourse." A radio dealer may be interested in a letter that suggests, at the start, the desirability of a radio that can be

sold with a minimum risk of ser.

Surely, the good letter writer need have no fear of starting a letter with a question—if the question wedges the sales presentation into the reader's consciousness.

But the correspondence chief, who must stimulate a group of average letter writers to the high achievement of effective letter writing, will take advantage of every foothold he can find on the steep and slippery hill of human inertia. He will be entirely justified in dogmatizing: "No questions to start the letter!"

Motor Wheel Quarterly Income Gains

The Motor Wheel Corporation, Laning, Mich., and subsidiaries, report a
net income, after charges, of \$515,100,
for the third quarter of 1926, against
\$417,890 in the preceding quarter and
\$436,719 in the third quarter of the
previous year. For the first nine month
of the current year, net income was
\$1,511,127. This compares with \$1,
\$85,863 for the corresponding period
of 1925.

F. A. Cotton, Eastern Manager, Bell & Howell

F. A. Cotton has been appointed Eastern manager of the Bell & Howell Company, Chicago, manufacturer of motion picture cameras. His head-quarters will be at New York. He formerly directed sales promotion and advertising work.

Radio Account for Hurja-Johnson-Huwen

The Barawik Company, Chicago, radio mail-order house, has appointed Hurja-Johnson-Huwen, Inc., advertising agency of that city, to direct its advertising account. Radio, technical, farm and general magazines will be used.

C. A. Jones Advanced by Seiberling Rubber Company

C. A. Jones, sales manager of the Akron, Ohio, territory of the Seiberling Rubber Company, of that city, has been appointed assistant sales manager. He has been with this company since 1921.

New Publication at Chicago

The American Locksmith and Safe Expert, a new publication, is being published by the Lightner Publishing Corporation, Chicago. R. 1026 f serwriter ing a mer. tation ess chief. P of high etter e of 1 the Iman ustiues-

y

rt a ,100, and the

nths was \$1,-

na-

well





in Michigan

during the first nine months of 1926-

Michigan commercial advertisers placed 40% more businessin Michigan Farmer than in the other farm paper.

"of Known Value"-

- to Michigan Dealers
- to Michigan Jobbers
- to Michigan Advertisers

MICHIGAN FARMER

CAPPER PUBLICATION -

Detroit.

Michigan

Member of Standard Farm Paper Unit







*i*Pennsylvania

during the first nine months of 1926-

Pennsylvania commercial advertisers placed over 2,600 more lines of businessinPennsylvaniaFarmer than in the other farm paper.

"of Known Value"-

to Pennsylvania Dealers

to Pennsylvania Jobbers

to Pennsylvania Advertisers

PENNSYLVANIA FARMER

- CAPPER PUBLICATION

Philadelphia,

Pennsylvania

1 Allember of Standard Farm Paper Unit 1

F

Stran

Tal artist

Wou eccen meth a furadic sons tions landi less.

to disamp two profit far he covertising had to so di

for a

some

techning a rest. with illust amou A de signe clusionews:

draw
Th
a widarin
techn
in th
the q

The when of depurper tiser.

Th

Strange, Weird, Fantastic Illustrations Now the Popular Thing with

By a Commercial Art Manager

THERE arrived in New York about six months ago a French artist who looked with apprehension at the task of tackling America. Would he starve because of the

eccentricities of his method? For he was a futurist of a quite radical type. Some persons found his illustrations abnormal, outlandish, even meaning-

8. 1926

He went from door to door, peddling his samples. In less than two months he was profitably engaged, with far more orders than he could turn out. Advertisers had been waiting for just what he had to offer; something so different that it could not possibly be mistaken for a weak imitation of some other distinctive technique.

He returns to Paris, in a month or so, to rest. But he carries with him a contract for illustrations which will amount to over \$15,000. A department store has signed him up for exclusive work in the newspaper field. He will draw for no other client.

That is how valuable a wholly original and daring advertising art technique is reckoned

technique is reckoned in this age of frantic search for the queer, bizarre, distinctive.

The time has passed, apparently, when mere excellence and quality of drawing is sufficient for the purpose of the progressive advertiser.

The word "atmosphere" never meant more. The national user of

advertising space in newspapers is as eager in this direction as the local concern. And it may be said, in passing, that the quality and volume of commercial art as



THIS FANTASTIC OVINGTON ADVERTISEMENT IS BOTH DISTINCTIVE AND ATTRACTIVE

used by great department stores and by individual retail houses, in the larger cities, was never on such a high plane. The artist whose style is new, original, unconventional, can command his own price.

The writer asked a successful commercial artist who specializes in freak illustrations, just how he arrived at his results and what mental processes were necessary to produce them. It was suggested that there seemed to be no legitimate excuse for this futuristic vogue. A natural illustration should be the preference, by every manner of reasoning.

"One year ago," he said, "although thoroughly competent in my line, I could scarcely earn enough to keep body and soul together. I had made up my mind to turn to the advertising field because it was so much more remunerative. The pay is prompt and it is altogether generous.

gether generous.
"But my art style was conventional in that it was according to accepted standards. I had sought to put sound draftsmanship into an interesting technique. Less and less of my work was sought by advertisers. What they wanted was the inevitable 'something new and distinctive,' with an atmosphere peculiarly its

"I turned to the futuristic trend. I purposely exaggerated and distorted. Realism was discarded. I dre'w people the like of

which never existed in real life, it was dream stuff, nightmare art. Now I have more than I can do.

"There is no attempting to explain the idea back of a movement of this kind. Why question the technique, the mental viewpoint, when we know that America is eager for innovation in art? The solution is reasonably simple: the artist distorts everything. The unreal is substituted for the real. Do the unexpected, if you would win the American public today.

"Futurism is no more than a new viewpoint. Much is taken for granted. Mystery links with the technique of the artist. The public is never supposed to know the mental processes which are going on. The crazier it is, the better. People wonder why you strive for certain effects.

"I think the popular appeal of he futuristic school of art is losely related to the mystery



DEPARTMENT STORES ARE USING THE WORK OF ARTISTS WITH FRESH AND UNUSUAL STYLES

which attaches to it. People never juite know what is meant, yet they do not care to express uncertainty or doubt. These strange pictures are supposed to be a form of allegory or symbolism. And, indeed, the artist often claims as much, with wonderful gestures of secrecy.

"Have you noticed the amazing popularity of the technique which makes use of light rays, for example? It is no more than a popular desire for new effects. Light, in itself, is futuristic. It takes strange and unconventional forms. It is whimsical. And so the public fancy attaches to it.

1026 v the zoing etter. e for al of stery

TS

aty res of inas

of ng

X-

a

al



in Kansas

during the first nine months of 1926-

Kansas commercial advertisers placed over 120% more business in Kansas Farmer than in any other medium sold to cover the state.

"of Known Value"-

to Kansas Dealers

to Kansas Jobbers

to Kansas Advertisers

KANSAS FARMER

CAPPER PUBLICATION

Topeka,

Kansas

Allember of Standard Farm Paper Unit







in Missouri

during the first nine months of 1926-

The leading commercial advertisers who advertise for the benefit of dealers picked Missouri Ruralist and placed more advertising in it than in the other farm paper.

"of Known Value"-

to Missouri Dealers

to Missouri Jobbers

to Missouri Advertisers

MISSOURI RURALIST

CAPPER PUBLICATION -

St. Louis,

Missouri





"There comes a time, in the history of every product and every project, when it must be presented in a new light and under new display circumstances. Here is where the futuristic artist reaps his harvest. He can do this. His setting is wholly different. He can take anything from a pair of silk stockings to a bedroom set, as exploited by a department store, and dress it mp differently.

"It is perfectly natural for advertisers to seek a new illustrative expression. The stage does it with success; literary fads run in these strange channels. Advertising is so largely atmospheric, that it is but natural we should seek self-

expression.

'A New Perspective in Business' is the headline of a real estate newspaper advertisement, as the advertiser seeks to present his building, a skyscraper, along new and unconventional lines. Can he be blamed if he turns to the futuristic idea? A perspective is secured, from the artist's standpoint, that was never dreamed of before. As a consequence, the illustration of the building makes people sit up and take notice. It is a structure seen through strange eves. The artist takes advantage of both futurism and the laws of perspective and, from a position on the sidewalk, looks up at the New Paramount Building. illustration is unlike anything that has ever appeared.

WHAT THE PUBLIC WANTS

"And that is what the public wants, say what you will. Some of my fondest dreams and illusions have been dispelled. A few discreet and conservative critics may take exception to what is being done, but I can assure you they

are in the minority.

"The public never looks upon any illustration as a direct reflection of its own faults and foibles. It is always the 'other fellow.' A New York tailoring concern had long used conservative style illustrations. They were looked upon as absolutely essential. Then came a new advertising manager who had a totally different idea. In his estimation, the newspaper

advertising was in no way distinctive. It did not 'stand out.' He began to show the most fantastic figure compositions, with no flair for reproducing style or garments. But the campaign was original. It possessed character. It 'stood out.' And it was successful.

"I know an advertiser who follows the theatrical trend in New York as a pacemaker. He believes that the stage is his signpost. What goes across the footlights is good enough for him. And he has never failed to accomplish his

objective.

"You can never tell what the American public will accept and take to. There was an artist of my acquaintance who came from Austria. He brought with him radical views and impressions. Art managers looked with distrust upon his canvases. They were not American. They were radical beyond any possible practical use in advertising. But when a New York department store took him up as a vogue, an 'art idea,' he became the rage. There was smart bidding for his services.

"I think there is a reversal of form as regards illustration in advertising. At one time, it was all the vogue to be intensely practical. Advertisers insisted upon showing their goods along conventional and traditional lines. Then came the revolutionary measure. Why not

be absolutely different?

"Not long ago, an exhibition was held in New York of futuristic art. It attracted more attention than the accepted forms. This suggested much to advertising men. They saw the popular trend. They knew then and there, that people sought new forms, new ideas, a new school. Anything for originality.

"It is by no means easy to gauge the popular appeal. To do so is to make a campaign popular, pic-

torially

"What the advertiser likes and recommends and prefers has nothing to do with it. He must submerge all this to popular fancy. What do many people like? That is the final and only answer.

"If the crowds demand futurism, give it to them. Advertisers are

too often influenced by their nersonal likes and dislikes.

"At the present time, advertising, in America, is reaching out to the four quarters of the globe for new atmosphere, new pictorial en-vironment. A Spanish artist has grown in popular favor. We have entire campaigns illustrated by Japanese and Chinese artists. Much is to be said in favor of our liberality in this respect. Europe no such liberality of spirit They retain home ideas. exists. It would be looked upon as radical and unpatriotic to encourage the stranger with new ideas and techniques and approaches.

America, advertisingly speaking, is the home of opportunity in this field. The gates are open and the bars down. We ask only that ideas be new and techniques dif-

ferent.

"The national user of newspaper space recognizes the fact that his campaign must be distinctive: the local advertiser is not slow to see that he must follow Competition, therefore, between the two factions, has increased. It is by no means easy for the advertiser of a nationally advertised product to match the efforts of the purely local merchant. His natural competitor is seeking ways and means of his

"It is not unusual for a largecity department store, for example, deliberately to seek the services of an artist who has won his spurs along certain lines. The national advertiser has no easy row to hoe. The local enterprise often 'beats him to it.' Where, once upon a time, a local merchant was content with his immediate market, the modern idea is to seek exclusive, nationally popular talent. department stores, for example, have retained the exclusive services of artists whose drawings have acknowledged commercial value. Atmosphere counts first and foremost.

"That we are a nation of faddists may not be denied. And this is emphatically true of advertising

"Modern advertising, I claim. has a perfect right to keep its eye

on artists everywhere. There was a certain chap who worked in the poster style in French periodicals. An American firm had long watched what he was doing. In due time, he was brought to America. For a limited period he was employed by one concern But he was tempted to use his talents for others. An original art technique became common property, and after a year in America he was forced to return He had cheapened and made too common his own technique.

The futuristic school is certain to win many advertisers. whimsicality, the irresponsibility, the abandon of the idea is a part of the American way. We demand just this individuality. And at present, Europe seems to be

able to supply it.

"The eccentric in art is in demand. We seem to want to see things as we have never seen them before. We crave the unusual viewpoint. We ask for original-

ity of conception.

"Therefore, if you see pictures decorations in advertising which you do not quite understand, refrain from too harsh criticism. It is no more than a popular response to a current vogue. People seem to like that sort of thing, and the majority rules."

Sterling Truck Company Appoints A. J. Gerlach

The Sterling Motor Truck Company, Milwaukee, Wis., has appointed A. J. Gerlach as advertising and sales promotion manager. He recently was advertising manager of the Kearney & Trecker Corporation, Milwaukee.

"Motor World Wholesale" to Become a Monthly

Motor World Wholesale, Philadelphia, a weekly periodical, will be pub-ished monthly beginning with the issue of December 10. New departments will be added to its contents.

Patrick W. O'Brien Dead

Patrick William O'Brien, assistant general manager of sales of the Illinois Steel Company, Chicago, died at that city last week. He was sixty-six years old and had been identified with the steel industry for forty years.

8.1026

in the licals. long In to look he licern.

e his ginal amon r in eturn

and ech-

rtain

The

lity, part

de-And

be desee

nem

al-

res

ing er-

rsh

ent nat itv

to



Edited For A Trade Territory



That in a nut shell is the strength of the state farm paper. Its readers in the territory have interests in common which enables the state farm paper to give them service it would not otherwise be able to give.

Dealer Influence Unequalled

It naturally follows that the state farm paper stands high in the esteem of the dealer or merchant whose close contact with farm folks enables him to know the service the farm paper renders.

A Real Factor In Distribution

Wallaces' Farmer is a real factor in the distribution of products that sell through the dealer. The dealer knows this, and gladly welcomes the manufacturer's advertising in Wallaces' Farmer.

Ask us for information about Iowa trade territory. Let us help you with your problem of reaching the best farm trade. We have interesting data which many manufacturers have been glad to secure.

WALLACES FARMER Des Moines, Iowa

Eastern Representative
WALLACE C. RICHARDSON, INC.
250 Park Ave., New York City

Western Representative
STANDARD FARM PAPERS, INC.
307 No. Michigan Ave., Chicago, Ill.

lowa Member Standard Farm Paper Unit



Humbug

¶ The great showman, Barnum, said, "people like to be humbugged," but Barnum's audiences weren't exactly humbugged—they knew they were being fooled, but they liked it because of the wizardry of an artist.

¶ From circus to circulation looks like a big jump—but let's try it.

¶ Does Barnum's kind of humbuggery exist in the publishing business today? Do advertising men really believe that they can get "mass" circulation and "quality" circulation in the same medium?

There can be "quality" in "volume" circulation, and we make a distinction between "mass" and "volume," but we cannot see how "quality" can possibly exist in a circulation that is composed of anything and everything and obtained in any way, and this is "mass."

¶ Are you buying "mass" circulation, thinking that you are getting "quality" also, largely because of the "wizardry of the artist" who is selling it?

¶ Do you believe that some genius can produce Rolls-Royce quality and Ford quantity?

¶ There's a legitimate field for Rolls-Royces and there is also a legitimate field for Fords.

¶ There's a legitimate field for all kinds of circulations, but they should be bought and sold on the basis of what they really are.

¶ HOARD'S DAIRYMAN can supply you with only one kind of circulation, "quality." If you want more "quality" in the circulations that you buy, put the old reliable dairy farm magazine on your next farm paper list.

HOARD'S DAIRYMAN, FORT ATKINSON, WISCONSIN

The National Dairy Farm Magazine

Member Standard Farm Paper Unit

What a Study of Fifth Avenue and Main Street Windows Discloses

An Observer Gives Manufacturers Some Interesting Notes Based on Actual Footwork

By Charles G. Muller

IN a certain window on Main Street, Flushing, L. I., a grocery-delicatessen proprietor uses dealer helps (please don't laugh) in this wise:

1—The background of his window is a large White Rose tea trim, in front of which stand pack-

ages of-Salada tea.

2-Sticking out on each side of this tea background are giant tins

of-Wesson Oil.

1026

re

lv

he

ne

ce

ld

is

or

d

d

n

3—On one side of the window is a Jewel Best coffee card, standing on two tins of—Maxwell House coffee.

4—A fly-specked card for Phenix Philadelphia cream cheese is set off by three small cans of—

5—In another part of the window are several tins of White Rose tea, each perched on a can of salmon!

That's what becomes of your

dealer helps.

Certainly this bit of window dressing is extravagant and you'd travel many a mile to find its equal. But it indicates the sort of thing that can happen to the most carefully planned helps once they get out into the cold, cruel window world of Main Street.

What becomes of them on Fifth Avenue is entirely different, for there they practically are not used

at all!

Here is what I found on a walk up Fifth Avenue's shopping center, from Thirty-Fourth to Fifty-Fourth Streets and down the west side of the Avenue to Thirty-Fourth again (I leave out the occasional cards in a few stores like Mirror, Gotham, Kayser, Thos. Cook and American Express Company, of the manufacturer's own retail shop type.):

A luggage store with the names Canton, Hartmann, Likly, Oshkosh, Neverbreak and Mendel painted on the windows. A drug store of a large chain with a large Twinplex Stropper display, cards for Kodak, and a box of Yardley's bath soap. An optical shop had a Zeiss field glass card and a Fitover spectacles card. A clothier had a small card telling about his Hart Schaffner and Marx clothes.

Farther up was a trunk store the windows of which showed a Hartmann wardrobe trunk sign and, partly hidden, an Oshkosh sign. Another luggage shop featured Revelation suitcases. This shop, on a corner, had a Revelation card and a lighted display, the most elaborate use of helps any-

where on the Avenue.

Another trunk shop featured these same well-known names. A fruiterer had a box of Burbank's candy and another box of R. M. Haan candy in a window of fruit. A book store featured the new book, "Beau Sabreur," published by the Stokes Company. The window was filled with photographs of the author, flags, and a French army uniform.

Those were all the window helps to be found on the east side of the "greatest shopping avenue

in the world."

On the west side there were even fewer evidences of manufacturers' displays. A prominent jeweler showed a framed Sterling silver advertisement. An optician had a Filmo motion picture camera display and some Kodak printed helps, and a sporting goods store's window was full of tour guides issued by various railroads. A florist had a lighted display showing a ship sailing out to sea. In a small specialty shop was a window card of the I. B. Kleinert Rubber Co., showing a rubber anklet, and a women's shop had a plain card reading, "Featuring I.

No

fa

pu

F

D

Miller Shoes." This covers forty

Fifth Avenue apparently is no place for the manufacturer's window helps to go. I asked E. G. Tuttle, advertising manager of W. & J. Sloane's wholesale rug department, which company has a store on the Avenue, about it. He said:

"I have been trying ever since I came here to get my own helps into our own retail store windows. But it simply cannot be done except when we have our fall rug opening. Even then I get very little in. The reason is that our retail store, like practically every other shop on Fifth Avenue, feels that its name is what the public wants-not the manufacturer's. Call it a high-hat attitude or whatever you will, the fact remains that the very same stores which will use window helps in such fashionable summer resorts as Southampton and Hyannis will not use them on Fifth Avenue. As a manufacturer, I know of no way to get these stores to use manufacturers' window helps.

So the Goblin of the High Hat gets those window helps that venture to wander toward Fifth Avenue.

Main Street, however, welcomes window helps—even though it misuses them frequently. An investigation of a typical Main Street shows that practically every shop window has some sort of display, even if it is only a single card. Let me give some examples of the types of helps actually used by retailers in various lines.

A sporting goods store window shows a center trim for Pathex motion picture cameras, with four side cards. There are two counter stands with Ingersoll watches. In addition, there is a card of Otter Brandt snelled hooks, two cards for Eveready mechanical pencils, and cards for Dunhill pipes and Wright & Ditson sporting goods. Another sporting goods and radio shop with two windows devoted one to RCA cards, a DeForest display stand and Eveready radio battery card. second window contains a National Mazda lamp cutout, a Dimalite stand, a Stevens license plate holder panel, and an Eveready flashlight streamer which is pasted across the window.

A progressive jeweler has a neat Eveready pencil layout, with school opening cards and smaller price cards with cartoon drawings spread over his pencil display. Another has a windowful of Bulova watch stands, backed with a Bulova card. He also has a set of Gruen watch stands, as well as a complete chest of Heirloom plate.

As fine a window as any manufacturer could ask for is in a candy shop. Here, a center trimshows a Clicquot Club refrigerator cutout with actual bottles of ginger ale in the ice box, and two smaller cards on the side picture other refrigerators with real bottles in front of them. Counter boxes of Wrigley's chewing gum and Life Savers also have a place. Another candy store has its window backed with a Coca-Cola fan, and a smaller fan is in one corner. A Hires card is in another corner.

For paints, one shopkeeper has taken full advantage of a Rutland No. 4 Roof Cement cutout of a house, about which he has grouped actual cans of cement, with Rutland banners pasted on the window. In his other window he has a Johnson wax card with a special offer and equipment that goes with it. He also has a large Hartshorn shade display that shows a real window and an actual shade. agent for Devoe & Raynolds gives one of his windows completely over to the line. The other he has filled with a large Alabastine card. a display of Kilzo insecticide and a Berry Brothers Liquid Granite card.

A Hazzard shoe store uses its own cutouts and has Skinner Shoe Satin price cards on its merchandise. Another shoe store shows a Walk-Over picture frame display and small Walk-Over signs spread through the stock.

A leading drug store devotes one window to a high-class presentation of an Eaton, Crane & Pike oil painting trim, with merchandise grouped around it, and in the other window are standing cards

. 1926

plate ready asted neat with naller vings

play. of with

a set 11 as loom

anu-

n a

afor

gin-

two ture botnter

ace.

fan.

ner.

ner.

has

and

f a

ped

11t-

in-

ial ith

eal An

res

lv

as

d.

nd te

ts ne na

d

e

-



CONTACT!

EVERY sale, of whatever magnitude, calls for contact. Advertising is a recognized sales factor. Therefore contact in advertising is essential to sales.

The Wisconsin Agriculturist contacts far more Wisconsin farm homes than any periodical of general circulation. It has a stronger following among Wisconsin farmers than any other publication.





Wisconsin
Jobbing
Centers
Are Well
Distributed.
Every Star An
Important
Point.

The Wisconsin Agriculturist can contact merchandising service to Wisconsin jobbers that is not practicable for a publication located elsewhere. Let us tell you about it.

Contact your sales with the great Wisconsin rural market through the home state farm paper.

The Wisconsin Agriculturist

Racine, Wis.

Wisconsin Member Standard Farm Paper Unit

Non

Far show bath with

wit

of I

Lu

der

cal

col



Of Known Value

In Decentralizing Your Advertising and Merchandising

Quite a task to carry your merchandising story to the jobbing centers which serve the territory covered by the four editions of THE PROGRESSIVE FARMER AND FARM WOMAN.

BALTIMORE	1
RICHMOND	1
RALEIGH	(
CHARLOTTE	1
ATLANTA	1
BIRMINGHAM	1
MONTGOMERY	5

MOBILE
MEMPHIS
CHATTANOOGA
NASHVILLE
LITTLE ROCK
NEW ORLEANS
SHREVEPORT

OKLAHOMA CITY DALLAS HOUSTON GALVESTON FORT WORTH AMARILLO SAN ANTONIO

There is only one paper in the South with an organization large enough to maintain personal contact with jobbers, distributors, etc., in all these cities.

There is only one paper whose value as an advertising medium is recognized in all sections of the South.







Birmingham

Raleigh

Memphis

Dallas

8. IOM

red

ct

S-

e

for many Hudnut preparations. Farther along, another drug store shows a Miller Rubber Company bathing girl, a Palmolive card with a special Gillette razor offer and a Parke, Davis & Co., threepiece display of toilet preparavarious items. A third druggist gives an entire window to Mc-Kesson & Robbins milk of magnesia, a display in three pieces, with bottles of the product massed about it. A few instruction sheets. so placed as to be read, tell the window shopper about the details of the merchandise.

In a hardware shop we find a lohnson's liquid wax card on a waxer, cards and shields of Valspar, Johnson's wood dye and Lucas tintex gloss paint. In the second window is a Ferry's seeds poster, a streamer for U. S. garden hose, two Yale lock panels, a carborundum panel of stones and two Wiss displays, the first of shears on a card and the other a of scissors. Another hardware dealer gives one window over to a full display of Flit, with several cutouts and many cans. His second window holds a counter stand for Sunshine Cleaner, a counter card for No-Nik glasses, a Safedge glasses counter display box, several boxes of E-Z Seal jars, two Vollrath pots with labels showing, a Sapolin poster, and two tacked up cards, one for Brillo and the other for Wheeling Hand-Dipped garbage cans.

In groceries, the Borden's Products Store reveals a large Horton ice cream trim and a Phenix card. cream cheese Another grocer uses a Ferry's seeds floor printed helps from Wheat, Loft malted stand and Wheat, Shredded milk, Cocomalt and Cox's gelatine.

In corset shop windows are Warner figurettes and Gossard busts; workmen's clothing shops show signs for Lee, Sweet-Orr, King Kard and Headlight over-alls; butcher shop windows hold Beech-Nut bacon boxes and Gobel meats cards.

The total of all this proves that Main Street uses the widest variety of window helps. It uses them-as opposed to Fifth Avenue

-in profusion. Posters to run along the top of the window background are popular. Signs to be hung in the window are in demand. Streamers to paste on the glass in addition to a window display are much used. Cutouts. three-piece trims and large cards on which to center an entire display find favor. Main Street will use them all.

But there is danger in sending window helps to the Main Street merchant without keeping an eve on what he does with them.

For example: One window has a giant Eveready flashlight ca.d -85 per cent hidden behind a mass of Victor records. A Jantzen swimming suit streamer is pasted up so that it is obscured by (of all things) a crab trap. Two Lea & Perrin's sauce cards hang in the back of a window of fish food—greasy and soiled, and making the sauce unappetizing. Under a stove is a card for Premier Duplex vacuum cleaners. An Endicott-Johnson Hi-Kicks shoe card, ragged and worn, half folded over itself and two glaring holes without the shoes that were meant to show through them is displayed in a shoe store. Simplex iron and Hoover vacuum cleaner cards mixed in with a hodge-podge of lamps and percolators. A FADA radio card just sticking out over an RCA card. Quelque Fleurs powder bottles next to waxed paper picnic roll boxes.

That's what happens to your window helps.

The subject of window helps is This survey shows at least four phases of it:

First, that Fifth Avenue will not use window helps except in rare instances.

Second, that Main Street will

take all you have. Third, that Main Street will sometimes use such helps not wisely but too indiscriminately and too long.

And, fourth, that Main Street would take kindly to the manufacturer's assistance in arranging window helps that really help.

Curtis R. Winters has resigned as president and manager of the Central Advertising Agency, Wichita, Kans.

Ī

sma

909

tio

TRE

vea

na.

cal

F

of

St

to

u

01

F

The "Case Method" Gets Further Endorsement

Walter S. Hayward Writes Book on Sales Administration, Which Pays Tribute to "Printers' Ink's" Method of Teaching

By Ralph Crothers

WE now know how Queen Victoria must have felt. You probably remember the old story—how the good Queen was immensely impressed with a new book by the then unknown Lewis Carroll and requested that whimsical author of "Alice in Wonderland" to dedicate his next book to her. The surprising result was that in a year or so she received a copy of "An Elementary Treatise on Determinants" piously dedicated to Her Royal Highness by Charles Rutledge Dodgson, who was Lewis Carroll called by his right name.

PRINTERS' INK is pleased and proud, because for the first time in its history it has had a book dedicated to it, in the following

words:

"To PRINTERS' INK, the leading influence for Better Sales Administration, This Book is Dedicated."

The book is entitled, "Sales Administration"; it is written by Walter S. Hayward, and published by Harper & Brothers. It is a manual of sales administrations for sales managers, written on the broad scientific method with case examples. As the author says, "Although selling and sales management cannot yet be called scientific, the development is in that direction, just as the development in production is scientific, although to a greater degree."

A manufacturer interested in discovering new markets and improving merchandising methods is told, "In many ways it is simpler for the manufacturer if he can find new uses for an old product than it is for him to make an addition to his line. It is also a frequent practice to stress new uses in introducing a new product, or in competing on a price basis. Drome-

dary Cocoanut, for example, en-

tered a highly competitive field and won distribution on the apneal that it could be sprinkledin other words, a new use. A number of one-minute 'sprinkle recipes' were furnished to show why this use was beneficial to the consumer. Use merchandising has been most frequent in grocery lines. There are two problems to be solved in any event: how to find the new use, and, second, how to merchandise it when it has been discovered. Some manufacturers have found new uses by advertising for suggestions from consumers, and by picking out those which are practicable."

The merchandising problems which face a manufacturer in connection with the product to be marketed are summed up. The ones which occur most frequently, according to this writer, are the

following:

"I. The family of products. If a company makes more than one product, it must decide whether or not it wishes to associate the various products with one another or with the name of the company. If it is desired to provide some conecting link, ways and means must be found of securing the union. The question of the family of products and how it should be presented to the public is capable of great variation.

"2. Products in competition with each other. Sometimes the products made by one manufacturer are in direct or indirect competition with one another. The manufacturer of kitchen utensils, for example, may make them of aluminum, granite-ware, and porcelain. How shall these be sold without interfering with one another?

"3. Products used for making other products. Where one product is used entirely, or even princi-

her

Pays

field,

cled_

rinkle

show the

ocery as to first,

and, when some new ions

king

ole."

ems

con-

be The

tly,

the

If

one

or

ri-

or

If

onust

d-

reof

ith dre on c-

n.

at

9



Jobbers serving the Minnesota-Dakotas territory depend upon 1400 small towns for nine-tenths of their business. The merchants resell 40 to 90% of these commodities to the 423,263 farm families.

Business men here know that trade volume is built outside the population centers. They know the necessity of farm paper advertising and respect the prestige that THE FARMER has built up through forty-five years of continuous publication.

THE FARMER has accepted its responsibility as the only weekly farm paper in the territory. It has given the Farm Service Hardware Stores campaign and other constructive cooperation.

One jobber in Minneapolis says: "One of the first questions we ask a manufacturer about his advertising is 'Do you advertise in THE FARMER?'"

The opinion of a Duluth jobber is: "I believe after a three-year period of continuous advertising you will find The Farm Service Hardware Stores campaign has rendered a real service to merchants in smaller towns."

Another in St. Paul: "The Farmer is the one medium we must depend upon to increase the business around the retail outlets we depend upon for our volume."



The Northwest's Only Weekly Farm Paper

STANDARD FARM PAPERS, INC. 307 No. Michigan Ave., Chicago, Ill.

WALLACE C. RICHARDSON, INC. 250 Park Avenue, New York

A Northwestern Institution Since 1882

Minnesota Member Standard Farm Paper Unit

pal oth rav the der ing pro

lef

ufa ma for of tha

sta

ing

me

tha

ch

wl

sci

tio

po

re

sea

CV

in

th

be du fo

gr

ap

re

OI OI

Se





If Your Products Are Available to Farmers in New York State WHY NOT TELL THEM SO?

If your products are handled by New York State dealers and jobbers, one hundred thousand American Agriculturist farm families are able to buy them. You have the distribution, your dealers are anxious to sell their farm trade. Why not reach these one hundred thousand farm families immediately and at little expense by advertising in American Agriculturist?



Each week, nearly 200 New York hardware retailers are advertising coperatively in American Agriculturist to sell their farm trade. These men know farm trade and appreciate farm papers. Let us send you our retail dealers map showing the location of these hardware retailers.



AMERICAN AGRICULTURIST

CIRCULATION OVER 140,000 HENRY MORGENTHAU, JR., Publisher 461 Fourth Avenue, New York City

New York Member Standard Farm Paper Unit

pally, in the manufacture of another product, as in the case of raw materials, or machine parts, the seller may, however, increase demand for his product by increasing the consumer demand for the product of which his is only a part. "4. Left-overs and by-products.

"4. Left-overs and by products.

A manufacturer frequently has left-over products or by-products which he wishes to dispose of without associating them with his main

"5. Service parts. When a manufacturer makes a product which may require service, he must formulate a satisfactory method of merchandising spare parts so that the customer will experience a minimum of delay.

"6. Leaders, A manufacturer of staple articles often desires to find some leader about which a marketing campaign may be constructed. There are various recognized methods of making leaders.

"7. Securing correct use of product. One of the problems which many manufacturers must meet is that of securing correct use of the product by users."

The author includes a valuable chapter on commercial research which he calls "The application of scientific principles of investigation to marketing problems as opposed to industrial or technical research." Many subjects are covered in this chapter such as means of performing commercial research, methods of securing data, market conditions and the business cycle, the company and the market, market analysis and classification, market computations and advertising and sales analysis.

During the present period of prosperity, it is interesting to note that such periods are not always beneficial to business, being conducive, as the author says, to the following adverse factors:

"1. Surplusage of dealers. The great increase in retail demand and apparent increase in buying power leads many individuals to enter retailing without adequate capital or business experience. These are rapidly eliminated during the consequent period of business inactivity.

"2. Too great variety of merchandise. Many dealers are tempted to branch out into retailing side lines, not justified by normal conditions.

"3. Overstocking. Dealers are likely to buy in too great quantities on a rising market, hoping to gain an extra profit.

"4. Duplication of brands. Difficulty in obtaining stocks from manufacturers leads to placing orders with a number of manufacturers, the total volume of these orders being in excess of the dealer's actual requirements. When manufacturers speed up production to meet this apparent deduction to meet this apparent de-

mand, the market is overstocked."

In marketing development the author has drawn upon many experiences of leading manufacturers, as told originally in PRINT-ERS' INK, to show how many sellers of products normally marketed to restricted industries or areas have branched out by test campaigns, discovering new uses and other methods. The manufacturer seekmethods. ing new sales outlets finds in "Sales Administration" some interesting material on new outlets, based upon studies of manufac-turers' experiences as recounted in PRINTERS' INK. Two methods, one which the author calls radical and one which he considers far more practical are as follows: Huntington Laboratories, Inc., had been selling liquid soap for some time under more than 200 different brand names. It had no brand of its own. Regular channels were closed and, after careful deliberation, it was decided to sell through the office supply trade, although liquid soap had never been handled in this way. It prepared the followmarket campaign for product Liquasan:

"1. Made a container for Liquasan in four sizes, making it possible to handle the soap easily as an office supply.

"2. Standardized prices.

"3. Sold dispensing equipment at cost so as to increase consumption of soap.

"4. Interested the trade by a direct-mail campaign series of twelve letters. Eighty per cent

were sold after the fifth letter and the remainder were never

"5. Ran a newspaper campaign Indianapolis, developing the advantages of Liquasan from the consumer viewpoint.

"6. Engaged missionary salesmen from the office supply field, trained them in the factory, and sent them out to sell Liquasan, and not any of the company's other lines.

"7. Built up an entirely separate sales organization.

"A new outlet will not ordinarily

require such radical treatment. Often a minor alteration will bring about a satisfactory result. Breinig Brothers, of Hoboken, N. J., found after investigation, that lumber dealers were not fitted to sell paint on the same basis as was followed by regular dealers. They were ordinarily located in out-of-the-way corners, had no passing traffic of importance, possessed no display windows, and had no means of disposing of paint over the counter. They were, on the other hand, of great potential value because of their sales of lumber, the majority of which would require painting. The company solved its problem by preparing a cabinet showing color paddles for all lines and purposes, forming an attractive wall ornament. The lumber dealer was able to show the purchaser of lumber exactly how it would look when painted. There was ample time to fill orders for paint from the jobber before the lumber was ready to be painted. The jobber was made to carry the supplies while the dealer merely had to display the color paddles.

When he comes to the question of marketing through a sales force, the author recounts incidents in which the missionary sales force is used; men who do not actually sell goods, as well as incidents showing the employment of sales engineers in cases where it is necessary to give the prospect or customer technical advice or service.

How the manufacturer can work to co-operate with the jobber's sales force is covered with specific examples which include prizes or bonus, co-ordinated campaigns and many other plans designed more closely to cement the relations between the manufacturer, the jobber and the dealer.

The various mediums open to the advertiser are completely and thoroughly covered. When it comes to introducing the new line or product and the adjustment of the product to market demand, the author again sticks to his case method and covers a wide variety of methods all of which have been used by companies in a large number of industries.

A careful reading of Mr. Hayward's book convinces the writer that it does, in fact, come close to being a complete manual of tested methods.

Eastern Office for "Meat Merchandising"

The Merchandising Publishing Cor-poration, St. Louis, publisher of Mest Merchandising, has opened an Eastern office at New York. R. F. Farnham, advertising manager, is in charge.

The work of the missionary sales force in one particular instance is thus described by the author: "Coppes Brothers & Zook, of Nappanee, Ind., makers of Napanee Dutch Kitchenettes, have organized a retail sales force to cooperate with retail stores in various localities and increase their The dealer agrees to hold a cabinet sale for one week and to order a certain number of kit. chen cabinets based on a estimate of his sales potentialities, and to use advertising copy in napers, furnished by the company, A member of the company's missionary force gives special training to the dealer's sales force in the selling of cabinets. He also makes calls on individual prospects, and does actual selling on the floor. The company has held 850 such sales with success. They have had the effect of increasing dealer distribution 50 per cent. Sixty per cent of the factory output has been resold by the company's own men "*

^(*) The complete account of manufacturer's experience may be found in PRINTERS' INK for November 8, 1923, on page 52, under the title: "Napanee's Flying Squadron of Resale Men."

1026 sales ce is

hor. of gan-CO-Watheir hold and leit-

mate d to local nany. misining the

nakes and floor. such had disper has

OWII work ber's ecific s or and

more s bebber

n to and omes

f the the case riety been

num-

Hay-

riter

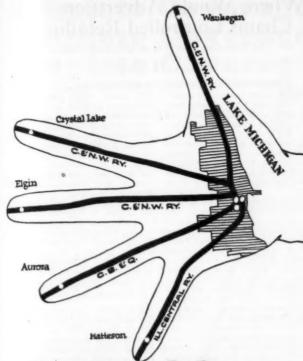
close

1 of

at Cor-

Meat stern

aham,



dess Salesmen Put the Chicago Market in the palm of your hand

Car Cards and Posters in

Elevated Lines Illinois Central Chicago North Western Chicago Builington & Quincy Chicago & Western Indiana

CHICAGO ELEVATED ADVERTISING CO.

509 South Franklin Street

Chicago, Ill.

Where Would Advertisers Be If Chains Controlled Retailing?

An Interesting Answer to an Interesting Question

By A. H. Deute

IN a recent issue of PRINTERS' INK, a jobber was quoted as asking: "With the retail grocery business entirely in the hands of the chains, where would the manufacturer be?"

The question was not answered in that article. In fact, it cannot be answered definitely. Nevertheless, a forecast, based on existing conditions, might well prove of in-

terest.

Let me try to analyze the present position of the chain stores, and then picture, if I can, what would be the result if the chain succeeded in wiping out all the wholesale grocers and all the individual

grocers.

At first glance, it would seem logical that the chain stores, as they gather to themselves all retail distribution, would look next upon manufacturers' profits. They would find these profits worth considering and would then undertake to provide their stores with their own private brands, made up by manufacturers at prices and terms which the chains would dictate, and which would enable the chains to take over the manufacturers' profits.

This would mean that the chains would be owning the manufacturers. The chains could make up their minds whether it would be cheaper for them to own factories outright and do their own manufacturing or whether they would profit more by permitting manu-facturers to stay in business and produce private brands of mer-Probably the latter would be the most desirable way, from the chain-store viewpoint, because the manufacturers would have their money tied up and the chain stores could play one manufacturer against another, working prices lower and lower. There would probably always be some manufacturer who would be willing to produce merchandise at

a mere wage over his actual costs. Of course, there would be no chance to cut the quality of the merchandise, because the expert merchandising men and buyers representing the chain stores would see to it that all goods came up to definite specifications. In this way, any manufacturer who tried to make an additional profit by cutting the corners would be severely punished, because the goods would be thrown back upon his hands.

In this way, the entire manufacturing, wholesaling and retailing industry would be built up into a number of great lateral trusts chain stores which provided all their own manufactured goods and distributed them to the consumer.

A CONFUSING SITUATION

rapid rise of the chain stores in America has been confusing in the extreme to the casual observer, but especially confusing to the wholesaler and retailer who have permitted themselves to be the victims of this kind of competition. To them, the chain-store idea or system seems to have arisen as a mysterious and new kind of competition which has succeeded in sweeping everything before it. To many a consumer, who has failed to study the chain-store method, the apparent savings which the chain stores offer, seem due to cutting out the jobber. And count-less retailers, who have been forced out of business because of chainstore competition, seem happy to pin their alibi upon the statement that the manufacturers sell the chains direct and thus enable them to undersell the "legitimate" retailer.

There are still wholesale grocers who feel that the chain-store method has about it something which sniffs of the lower regions and manages to cut in under the If

costs

e no the

x Deri

uvers

bluov e up

this

tried

t by he

the

upon ufac-

g in-

to a sts-

all

and mer

hain

fussual ising

who e the

peti-

idea as a

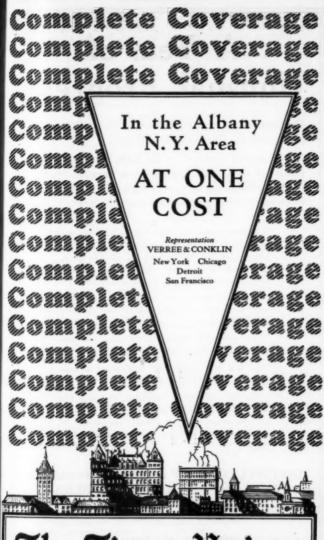
com-

in To

ailed hod. the to untrced ainto nent the hem

cers tore

ning ons the



Albany ~ New York

legitin

this the chains people prices

buyin talkin earlie prices certai

certai

chain

of lo were

jobbe cases.

lines

All tablis

retail that

at m

there

could

time

ness.

iobbe

ness Othe

Tt

even: with

store

situa and

man

unde

cons

man But.

shad

mor cons wish

E

clea Am

ford brai

tell

A Year of Unusual Progress

On October 18, LA PRENSA of BUENOS AIRES celebrated its fifty-seventh birthday.

In his annual address to his staff, the owner and publisher of LA PRENSA, Don Ezequiel P. Paz, gave the following facts with regard to the unusually large increase in circulation during the year:

"On September 20, 1925, when the first supplement in rotogravure appeared, the circulation was 249,000 copies; six months later, in March of this year, the average Sunday circulation had already reached 275,000.

"When, recently, the rotogravure section was increased to 16 pages, we reached 298,000 copies.

"The average Sunday circulation of the present month, to date, is 315,000.

"On last July ninth, we established a new record with 321,204 copies.

"The net circulation yesterday, October 17, was 325,010 copies, and the circulation of the seventeen days of October amounted to 4,142,108, or a daily average of 243,653 copies."

THE CIRCULATION OF LA PRENSA IS LARGER THAN THAT OF ANY OTHER NEWS-PAPER IN SOUTH AMERICA

JOSHUA B. POWERS

Exclusive Advertising Representative
250 Park Avenue New York, N. Y.

legitimate jobber. Several factors have been concerned in spreading this theory. In the first place, the chains, themselves, have permitted people to feel that their lowered prices were the result of direct buying. At least that was a great talking point for the chains in their earlier days. Retailers, noting the prices at which chain stores quoted certain items, became convinced that selling direct, on the part of certain manufacturers to certain chains, was the cause of this wave of low prices. Jobbers' salesmen were glad to foster the idea and iobbers and retailers, in many cases, undertook to sidestep those lines which were sold direct to the chains

All these influences tended to establish in the minds of jobbers, retailers and consumers the idea that the chain store really did buy at much lower prices and could therefore sell at prices so low that the old-line retailer and jobber could no longer exist. And as proof of this contention, many old-time retailers did go out of business. Some of them are still going out of business. Many old-time jobbers have gone out of business or merged with others. Others will probably follow them.

It is only natural that these events should be accompanied with diatribes on what the chain stores will do when they have the situation just a little more in hand and how they will stand all the manufacturers along a wall and tell them to deliver merchandise under chain-store brands at so-andso much a case or suffer the consequences. I do not say that this plan would be distasteful to many a chain-store ownership. But, basing our speculations on the shadows which the events of the past are casting before them, it is more logical to deduce that the consumer will express his or her wishes in no uncertain terms.

Every phase of modern American merchandising demonstrates clearly and distinctly that the American buying public has a great and set aversion to being forced to take this brand or that brand. The buying public becomes

decidedly mulish and unreasonable in the face of the forcing endeavor. It likes to make up its own mind. It likes to read advertising pro and con. It likes to consider this and that about a product. It likes to develop its own buying mind. True, it is perfectly willing to permit advertising to sway its judgment, but that advertising must have about it, and in it, real, tangible arguments which the buying public can use as the basis for making up its mind.

HOUSEWIVES CAN'T BE FORCED

There seems to be an element of human nature which is very strongly exemplified, especially in the mentality of the American housewife, which makes her enjoy sitting in the calm of her living room and make up her mind that she wants Royal Baking Powder. And she likes, at times, to talk over with Mrs. Jones, next door, the subject of baking powder. Mrs. Jones may argue violently in favor of Rumford or Calumet. When the argument is over, both women are convinced as to the merits of their favorite. The next day, they may drop into their favorite stores. Both are con-vinced of the merits of the brand they prefer, but both can see some slight reason for the other brand. But just let the retail grocer, behind the counter, undertake to substitute "Rapid Rising" Baking Powder, which may be his private brand, and watch for the sputter. The American housewife resents having brands pushed off upon her. She is perfectly willing, even glad, to study the claims of advertising. She is perfectly willing to listen to recommendations made by her grocer. But the moment she gets it into her head that the merchant is trying to force brands upon her, that merchant's name comes off her list.

Right in there lies the stumbling block in the path of utter and complete chain-store dominance as to brands. The great American buying public has been educated to the point where it insists upon making up its own mind as to what it wishes to buy. The combined and cumulative effect of advertising has been and is now a great educational force which is teaching people how and why to

buy merchandise.

The outstanding difference between publication advertising, for example, today as against ten years ago or twenty years ago, is that advertising in those days attempted to force brand acceptance. Today, advertisers are not attempting to browbeat buyers into line, but are doing their utmost to bring out, in a readable and persuasive style, the merits and advantages of their products, to the end that the intelligent buying public will weigh these advantages and become convinced and buy.

The outstanding factor in copy of the day seems to me to be the recognition on the part of the great manufacturers and advertising writers of the sound intelligence of the buying public and an abiding faith in the willingness of women, especially, to read presentday advertising and consider carefully the statements which are made by its writers. This is quite clearly exemplified in such advertising campaigns as Lux, Zonite, Eagle Brand Milk and Postum. It is especially interesting in the case of Postum, which changed, not long ago, from a negative, fearinspiring copy policy, to a positive, constructive, forward-looking copy policy. There is also a noticeable change in current Campbell Soup For years, the dominant motive of the copy seemed to be to impress upon the minds of the readers that Campbell's means soup. Of late, there has been an evident trend toward undertaking to teach people why and when to partake of soup.

Nobody recognizes this situation more clearly than does the chainstore merchandise man. In this connection, it may be well to consider, for a moment, who these chain-store merchandise men are.

Even a casual acquaintance with the moving spirits of the chainstore systems indicates that they are not a new species of humanity dropped upon this planet. While, at this time, there are many chainstore men who have never been connected with jobbers or old-line retailers, nevertheless, the pioneer chain-store men were simply grocery men—grocery men with an idea that differed somewhat from the rank and file and which caused them to leave the beaten path of distribution.

THE STORY OF THE CHAIN

What caused these early chainstore men to consider chain stores? In brief, it was this: In the common effort to gain more customers certain men studied existing conditions. They found that the then accepted methods of merchandising and meeting competition were resulting in a gradual raising of the gross cost of doing business and a consequent gradual increase in the selling price. This pleasant way of insuring a profit by simply advancing the gross mark-up did two things: It lulled the old-time trade into a position of false security and it provided certain individuals with the way to attract business in their direction. As the rising costs and advancing markups reached a certain point, it made it possible for these individuals to provide a short cut to the consumer by doing certain things-namely, cutting down the gross investment by doing away with slow-moving lines of merchandise. This helped to make lower prices possible. Consequently, the turnover was speeded up, which, in turn, made it possible to make money at lower selling

changing the appearance of the stores and getting the greatest possible amount of merchandise on display made it easier for people to buy. This also helped turnover and volume, cut down selling expense, and helped to make lower prices possible. Then there followed the elimination of many deliveries, long terms of credit—the various items which ate into the gross profit here and there. All this made possible the economy argument and drew customers to the chain stores.

In this growth, the chain stores were ably aided and abetted by countless old-time jobbers and re-

ARC out in A inter

ARCThe LA cou tise pro

aut

LA Bue dul LA ma

38 V 8. 1026

d-line ioneer

from

th of N hainores? commers. conthen ndiswere g of iness rease asant mply did -time

e se-

in-

tract the

arkt, it

indi-

it to

rtain

the

way

nake

ent-

up,

e to

the

oos-

on

ople

exwer fol-

de-

the

the All

my

to

res

by

re-

in ARGENTINA the kind that counts!



ARGENTINA is Uncle Sam's second best customer for automobiles, out of more than 60 countries in the world; and the yearly increase in Argentina's automobile imports from the United States tells an interesting story.

1924

12,219 cars 31,489 "

Increase

19,270 " or 157%

ARGENTINA is an ever-expanding field for American automobiles. The people are buying more American automobiles each year.

LA NACION, the newspaper with the circulation of the kind that counts in ARGENTINA, receives the preference of shrewd advertisers who are having remarkable success in reaching these live prospects.

LA NACION runs practically three times as much linage in American automobile advertising as its nearest competitor.

July, 1926 August, 1926 LA NACION 29,036 lines 26,502 " Nearest Competitor 10,444 lines 9.399 "

LA NACION has the LARGEST circulation of any newspaper in Buenos Aires and is the ONLY newspaper in South America with a duly AUDITED and CERTIFIED circulation, along A. B. C. lines. LA NACION is the "royal road" to the purchasing power of a fertile market—ARGENTINA.

"Ask LA NACION about Argentina"

Editorial and General Office in the United States:

W. W. DAVIES
Correspondent and General
Representative
383 Madison Ave., New York

United States Advertising Representatives:

S. S. KOPPE & CO., INC. Times Bldg., New York Telephone: Bryant 6900

Write for "Advertising in Argentina" and "Certified Circulation," by Dr. Jorge A. Mitre, Publisher of LA NACION

tailers who undertook to criticize chains and only succeeded in making people feel all the more sure that the chain store really was selling cheaper than the ordinary dealer could sell. Then, there came the period in which manufacturers' began to vie with one another for chain-store orders and many a manufacturer leaned over backward to buy chain-store husiness.

After that came the post-war conditions which proved "good gravy" for the chain systems. With great quantities of distress merchandise on the market, the chain-store man, with a definite outlet and the knowledge that he could move large lots of goods in short order, could step in and make bids which brought him fine merchandise at very attractive With this merclose-out prices. chandise, he again undertook to confuse and harass the individual grocer and old-line jobber. Those were days of trials and tribulations for jobbers and retailers. Many became convinced that the day of the individual grocer was a thing of the past. That was the crucial test for jobber and retailer.

It was at this time, that certain chain stores undertook the experiment of extensively promoting their own brands in competition with manufacturers' advertised brands. It was also at this time that a few jobbers and retailers began to realize certain truths

about the chains. The main thing which dawned upon jobbers and retailers was that the chain systems are not dependent upon any hocus-pocus. have wholesale as well as retail They do away with expenses. some of the expenses of the jobber. But they have others which just about offset those savings. The basic expenses, both wholesaling and retailing, appear in both groups. In fact, certain very suc-cessful chain stores have demon-strated the advisability of confining themselves solely to retailing, becoming retailing experts, and not making any attempt to finance a wholesale side to their business, preferring to work in close cooperation with other men whose sole business is wholesaling. The success of these purely retailing organizations and of the jobbers with whom they work seems to bear out the rapidly accepted contention that the secret of chainstore success is great care in buying and selling and constant attention to management.

It has been proved repeatedly that this is not something to which the chain-store man has an exclusive right. Individual retail grocers are proving daily their ability to do business and prosper alongside of chain-store units. Wholesale grocers are proving their ability to operate successfully right alongside of highly-developed chain-store systems. The man who is the most careful merchant. the most careful buyer, the most careful student of selling and advertising and store display will win out in wholesaling and retail-There is no patent on this. The chain store is not a fiendish instrument designed to drive independents out of business.

That brings us to the next interesting step, which is that no longer does the chain store compete with jobber and retailer alone. Today, chain competes with chain. That is highly interesting and very consoling to the brandedgoods manufacturer who may have had doubts as to his future.

No longer is there a wide divergence between chains and individual merchants. There has sprung up the baby chaim—the group of three, five or ten stores, owned by one man or a group of men, operating as a tiny chain in a limited area. In certain ways, they have advantages over the great chains, just as the great chains have advantages over the small ones. But always the dominant factor lies in the ability of the individual to be a good merchant.

The answer to this question of the chain store and the manufacturer seems to be found in an inspection of chain stores and the rapidly increasing number of efficient individually-owned stores. The competition which exists between them will continue to exist. In their competition for the business of the consumer, they must

1026

The iling bbers is to epted haine in stant tedly hich xclugro-bility ongholeabilright oped man hant. most adwill etailthis. dish ndeinno omone. nain. and dedmay ure. vervidung

o of l by perited

ins,

ad-

But s in

be

of fac-

in-

the effi-

beist. usi-



Ispahan Carpet of the XVI Century Bought at the V. & L. Benguiat Sale at the American Art Galleries by Richard Ederheimer for \$78,000.

O form of merchandising is more difficult than to find a purchaser for a single article priced in the thousands—yet nothing is easier to sell when the right buyer is interested. International STUDIO, which is the handbook of the world's great collectors, is likewise the advertising medium for fine products.

STUDIO

119 WEST 40TH STREET, NEW YORK

DOMESTIC ENGINEERING

The Business Paper of the Plumbing and Heating Industry

The straightest road to the Plumbing and Heating Industry.

Member: A. B. C. and A. B. P., Inc.

DOMESTIC ENGINEERING PUBLICATIONS
1900 PRAIRIE AVENUE

DOMESTIC ENGINEERING THE PLUMBING AND HEATING WEEKLY ESTABLISHED 1889

CHICAGO

DOMESTIC ENGINEERING CATALOG DIRECTORY OF ATING SUPPLIES

18, 1926

offer housewives what housewives regard as the most acceptable brands - the known brands - and that means, logically, the advertised brands. Go into a chain store and note how its business depends upon the known brands which dominate its stocks. Imagine doing away with all those brands and putting in private brands! Certain chains have tried to do so in a small way, but the trend is already away from that.

PRIVATE BRANDS INEFFECTIVE

Here and there, jobbers have tried private brands extensively as a means of fighting chain-store competition. But when the chain store uses advertised brands with which to fight jobbers with private brands, there just isn't any

Then comes the argument: "Well, why can't chain stores and jobbers advertise their private brands and make them known,

national brands?"

They can do that. But then they come into conflict again with another phase of the human equation, the conflict between the specialist and the generalist. Refer, once more, to Royal Baking Powder. For years it has stood up as good baking powder and it has been and still is widely advertised. Millions of dollars have gone in. over a period of years, to create knowledge and confidence in the The chain-store system would hesitate before undertaking to put out a real competitor of Royal, with the knowledge that other chain stores would probably prefer to stick to the known Lessons have already been learned on this very subject.

The last few years have taught retailers that retailing is a business. It is a good business if a man knows it and sticks to it, but it is such a complex business that it takes all the time and thought of the man who would succeed.

The successful chain-store man is not a dreamer. He knows the hazards of brand building He also knows competitive conditions. has learned many things during recent years. He knows the value of a national brand. He may well be condoned for wishing to own such brand strength but he knows its cost

It is conceivable, then, to expect him to go out and undertake to build for himself a national brand on some commodity which either has no outstanding national brand or which permits its wellknown brands to lapse into oblivion. But it is equally conceivable that the greatest safeguard for the future of any manufacturer and his brand is the steady and persistent development of

strength on that product.

Brand strength is not built in a The strength of companies like Colgate and Campbell lies in the cumulative effect of years of advertising—not just the amount of money invested in it, but the seasoning their campaigns have

given to their brands.

Death of Henry S. Tuttle

Henry S. Tuttle died at his home at St. Louis on November 8. He had been secretary and treasurer of the Furniture Gazette Publishing Company, publisher of the Furniture Gazette Publishing Company, publisher of the Furniture 1889. Mr. Tuttle also was secretary of the St. Louis Furniture Board of Trade, being elected at its first meeting in 1888 and at each succeeding annual meeting since then.

Join Fuller & Smith Agency

Thomas Irwin, for seven years art director of the Chicago office of the J. Walter Thompson Company, has joined Fuller & Smith, Cleveland advertising agency, in charge of design and art. Edward Kennedy, formerly of the Ralph H. Jones Company, Cincinnati, has also been added to the Fuller & Swith Art of the Company of the Fuller & Swith Art of the Company of the Fuller & Swith Art of the Company of the Fuller & Swith Art of the Company of the Fuller & Swith Art of the Company of the Fuller & Swith Art of the Company of the Fuller & Swith Art of the Company Smith staff.

St. Louis Agency Changes Name

The name of the Britt-Schiele Adver-The name of the Britt-Schiele Advertising Company, St. Louis, has been changed to the Britt-Gibbs Advertising Company. Frank P. Gibbs continues as president. The withdrawal of Seymour Schiele from this agency was recently reported in Painress' INK.

V. D. Ely to Be Western

Manager of "True Story"
Vincent D. Ely, who has been a
member of the Western staff at Chicago
of True Story, has been appointed
Western advertising manager. This
appointment is effective December 1.

This Decision Affects the Right to Register Color Trade-Marks

Although Many Trade-Marks of This Kind Have Been Registered the Practice May Be Curtailed by a Recent Ruling of the Patent Office

Washington Bureaus of Frinters' Ink THE right to register a distinctly colored part of a product as a trade-mark has been recognized by the Patent office for many years. Marks of the kind appear to be growing in favor, and hundreds of them are on the registry; but a recent decision of the Patent Office promises to curtail their registration, and if it is upheld by the courts it may seriously affect a number of registered marks.

Assistant Patent Commissioner M. J. Moore has held that painting the handles of kitchen utensils blue may not be registered as a trademark. This decision is the result of an appeal to the Patent Commissioner by the Turner & Seymour Manufacturing Company from the decision of the acting examiner of trade-marks granting the motion of the A. & J. Manufacturing Company to dissolve an interference.

The trade-mark of the A. & J. Manufacturing Company, registered August 25, 1925, consists in coloring blue the free ends or tips of handles of tools and utensils, particularly egg beaters and can openers. The purported trademark of the Turner & Seymour Manufacturing Company consists in coloring blue the grip portions or handles of egg beaters and can openers — kitchen utensils. The registrant moved to dissolve the interference on the grounds that no interference in law or in fact existed between the marks, and that the purported trade-mark of the Turner & Seymour Company is not, in fact, a trade-mark.

The acting examiner of trademarks dissolved the interference on the ground that the marks are not confusingly similar; but while he expressed a doubt as to the registrability of the Turner & Seymour mark, he did not decide the question of the second ground of the motion. However, the second ground was held to be material to the question at issue by the Assistant Commissioner. He said that this question should be decided. Then he explained in his decision that if the applicant's mark is not registrable the interference should be dissolved, as the only question presented for decision was the right of the applicant to register his mark. His opinion continues:

"The applicant's mark, consisting in coloring the grip portions of handles kitchen blue, is not registrable, in view of the authorities cited by the registrant in its brief. All handles of household tools and kitchen utensils are necessarily characterized by some color or colors.

"Kitchen blue is not more distinctive than any other color that may be selected for the handles of articles of trade. No man should be given a monopoly of color alone as a trade-mark. When it is 'impressed in a particular design, as a circle, square, triangle, a cross or a star,' it may constitute a valid trade-mark (A. Leschen & Sons Co. v. Broderick & Bascom Rope Co., 201 U. S. 167). But standing alone or applied to articles of commerce in the usual way, it fails of distinctiveness and is otherwise devoid of the essential attributes of the subject matter of a valid trade-mark."

It is obvious that the most significant phase of this decision is not the affirming of the examiner's opinion dissolving the interference, but the line that is drawn to regulate the registration of color trademarks. While, of necessity, human opinions enter into the Patent Office decisions, it is only reasonable to expect that they will be consistent. But in this case the ruling is not consistent, according to many registrations on file.

to

of ond to Assaid

his

nly was egon-

of

ef. ind ilv

isnat of



"A better job, and on the first proof" is the reason why New York Monotype compositions have a 15-year record for economy.



GILBERT P. FARRAR Associated with

NEW YORK MONOTYPE COMPOSITION COMPANY

INC.

Publication and Advertisement Composition and Layouts

PRINTING CRAFTS BLDG., 461 EIGHTH AVE.
NEW YORK



Non

Although coloring the handle of a kitchen utensil kitchen blue is held to be not registrable as a trade-mark, the Dunn Pen Com-pany apparently had no trouble in registering as a trade-mark "the little red pump handle" of its selffilling pen. The conventional color of a fountain pen is black, and the entire top of the pumping device of the Dunn Pen is solid red, and is not divided with contrasting colors. It stands alone as a trademark: but, as in the other case, it was not held to fail of distinctiveness or to be devoid of the essential attributes of the subject matter of a valid trade-mark.

of a valid trade-mark.

Registration No. 118178 was granted on August 21, 1917, and it covers a boot with a red band around the top. This mark, also, appears to belong in the same class with the marks just referred to. The mark of the Cleveland Faucet Company, registered in 1896, consists of a representation of an air pump with a red base portion and a yellow body, and in this case the use of two very common colors in combination was held by the Patent Office to be a valid trade-

The Duff Manufacturing Company is the owner of a mark, registered in June, 1911, which consists merely in the use of the distinctive red applied to the head of the lifting bars of the jacks made by this concern. In other words, the painting red of the lifting bars of jacks was considered by the Patent Office to be a valid trademark in 1911, and in the statement of the company when it filed its application there was nothing said about contrasting colors, nor was the color of the balance of the jack mentioned.

In 1914, the Wyoming Shovel Works was allowed registration on a red band around the lower edge of a shovel. F. W. Bird & Son is the registrant of a trademark which, according to the statement filed. "Consists in means for identifying paper of our manufacture, which is ordinarily put up in rolls, a band of blue color around the ends of rolls of paper."

Apparently, the American Lead Pencil Company had no difficulty in 1907 in registering as a trademark a blue band for lead pencils and point protectors, for the files show that the company owns such a registration. However, the majority of the many registrations for lead pencils deal with contrasting colors, and typical of this class is the registration of a mark by Faber, which is described by the statement as follows:

"My trade-mark consists of a circumferential band of yellow or gold color contrasting with a darker color on both sides thereof and produced on the tip of a lead pencil or a representation thereof."

But the case under discussion deals with a single color as applied to a single part of a device or product. Among the registered marks, red appears to be the favorite color, and it has been used so frequently as to become rather ordinary rather than distinctive. Therefore, it would seem that the right to consider the blue handle of a kitchen utensil a trade-mark is just as consistent as to accent as a trade-mark the red cover of a small box. But the Patent Office has decided that the blue handle is not registrable, while it granted to The Wahl Company a registration for a mark to identify boxes of pencil leads, which is described in this manner by the statement:

"The mark consists of the box having the top or cover thereof colored red and having inscribed on one of the wider sides 'Red Top Eversharp Leads Trade-Mark' and on the opposite side 'The Wahl Co., Chicago,' no claim being made herein to the words 'The Wahl Co.,' 'Chicago,' 'Trade-Mark' or 'Leads' except in association with the other features shown." In 1925, the same company secured registration on a mark consisting "of a label or container having a red border at its top."

In view of these registrations and many others of the kind which could be cited, the indications are that the Patent Office has decided to restrict the registration of colors as trade-marks. This is the opinion, based on the decision under discussion and other evidence, of several prominent trade-mark attorneys in Washington.

0.26

decils

iles uch naons

ıstass by the

or of ad

fn on nn-

ice ed IV-

ed er ne.

he lle rk

pt of ce

lle ed

of

ed

hl

18 ne

ea-

he ıg

15

h d

WE FINE-COMB THE WIDE WORLD FOR TYPOGRAPHIC **EXCLUSIVENESS**



THIS advertisement is set in "Eve" Type designed by Rudolph Koch and cast at Offenbach - Am - Main,

Germany. + It is used here for the first time in America. + The font is procurable in Light Face and Bold Face, with Light-Face Italics "en voyage," to lapse into French. + Our exclusive presentation of this intriguing and characterful type is fresh proof that "Die Welt Ist Mein Feld." + It connotes assured authority as well as priority in all that enhances typography with art and that enriches the Art of Typography.

FREDERIC NELSON PHILLIPS, Inc.

TYPOGRAPHERS WHO PROVE IT WITH PROOFS 314 EAST 23RD STREET + NEW YORK ---

LAYOUT BY I. LEONARD HEUSLEIN

ver

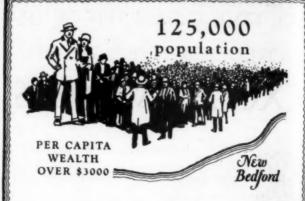
evid

husi

year befo

Atla

carr on l his



Add one newspaper to your schedule to win Massachusetts' 4th Market

ONE hundred and twenty-five thousand people with a per capita wealth of over \$3,000—and you can reach them all with one newspaper at a flat rate of ten cents a line! There are very few markets in the country as rich as this that can be completely covered with one newspaper. One thousand dollars buys ten thousand lines in the New Bedford Standard Mercury that is read in nine out of every ten homes in Massachusetts' 4th market, that actually includes 160,000 buyers of nationally advertised goods.

Write for facts and figures on the 4th market direct to us or to our New York, Boston and Chicago representatives, the Charles H. Eddy Company.

> NEW BEDFORD market in Massachusetts Completely covered by the

STANDARD MERCURY

"Lafe" Young, Sr., Editor, Publisher and Former Senator, Dead

An Iowa Farmer Boy, He Started His Newspaper Career in 1873—A Prominent and Picturesque Character in Publishing and Politics

WITH the death on November 15 of Lafayette Young, Sr., editor and publisher of the Des Moines Capital, there passed a personality in the publishing and advertising world. An active figure in politics and a former United States Senator from Iowa, Mr. Young was familiarly known to

LAFAYETTE YOUNG, SR.

his constituents and to his host of friends as "Lafe" Young. As an evidence of keen interest in his business, although seventy-eight years of age, one of his last acts before his death was to visit his office.

Senator Young first ventured into the newspaper business in 1873 when he founded a newspaper at Atlantic, Iowa. Piece by piece, he carried the mechanical equipment on his shoulders and the fruit of his labor was a flourishing daily. He belonged to that era of journalism which is marked by so many

distinguished personalities. His associates of that period included Greeley, Medill, Pulitzer and Watterson

He assumed control of the Des Moines Capital in 1890, continuing in active charge until a few years ago. He installed and operated the presses; he was the best printer in the shop. In addition, he conducted the work of the news department, wrote editorials and attended to the business of advertising and circulation.

It was to Mr. Young that fell the honor of nominating Theodore Roosevelt for the vice-presidency in 1900. When William H. Taft was Secretary of War in 1905, Mr. Young was the only publisher invited to accompany a Congressional mission to the Philippines. His strong sense of reportorial

values is evidenced by the fact that during the Spanish-American War, Mr. Young was a newspaper correspondent with Shafter's army in Cuba. In 1913, he reported the Balkan War. Again, in January of 1915, he sailed on the S. S. Lusitania for a visit to the various countries then engaged in war. During this four-month service, he was held as a spy by the Austrians who thought that the name, Lafayette, connoted some immediate connection with France. United States Government secured his release.

Through all his years as publisher, Mr. Young continued to carry his card in the typographical union. Several years ago he turned over the general management of the Capital to his son, Lafayette Young, Jr., and, since that time, had devoted his attention to the writing of editorials. The Capital, which reflected his personality, will continue to be directed by the Senator's family.

Stimulating Sales Among Jobber Salesmen

AC SPARK PLUG COMPANY
FLINT, MICHIGAN

Editor of PRINTERS' INK:
We are interested in the matter of sales contests and special campaigns to stimulate sales with jobbers' salesmen, and it occurred to us that you might be able to supply us with some information or suggestions for putting on such contests and campaigns, or could tell us where we could get such data.

AC SPARK PLUG COMPANY

SIGNS are everywhere that the next year or two will see increased activity and a decided advance in the kind and variety of plans devised by manufacturers for enlisting the co-operation of jobbers' salesmen. Articles on the subject have been appearing with increasing frequency in PRINTERS' INK and PRINTERS' INK MONTHLY. There is, therefore, no dearth of information as to what manufacturers have done and are planning to do, and this list of articles is available to all who care to ask

Under the head of suggestions there is perhaps a word of caution which might fittingly top the This word of caution is not that every manufacturer's propo-sition is different, which it is, but that every manufacturer's wholesaler line-up is different-different in kind, number, location and relationship. Whatever plan of cam-paign is devised for stimulating the sales efforts of jobbers or their salesmen, consequently, should be conceived, re-shaped, re-vamped, adapted and fitted like wallpaper to the jobber's temperament. If necessary, some jobber should be hired to be a member of the committee charged with getting up the plan and that committee should listen to his suggestions. In other words, the scheme devised should have lots of jobber interest in it, i. e., profit for the jobber, profit for the jobber's salesman.—[Ed. Printers' Ink.

Effective January 1, 1927, the type page size of the National Real Estate Journal and Building and Building Management, Chicago, will be changed to seven by ten inches.

Buckle Account for G. Howard Harmon Agency

The Ambeor Corporation, New York, manufacturer of Eagle-Grip buckles for oxfords, has appointed G. Howard Hamon, Inc., advertising agency, also of New York, to direct its advertising account. Newspapers and magazines are being used. More advertising will be used as distribution is accomplished.

New York "Telegraph" Appoints Representatives

The New York Telegraph has ap-pointed Roy Buell, publishers' repre-sentative, as its automobile advertising representative at Detroit, and Frank V. McCabe, publishers' representative, as its financial representative at New York.

Trunk Account for Porter-Eastman-Byrne

The Mendel-Drucker Company, Cincinnati, maker of Mendel-Trunx, has appointed the St. Louis office of the Porter-Eastman-Byrne Company, advertising agency, to direct its advertising account, effective January 1, 1927.
Magazines will be used.

Spring Account for Montreal Agency

The Dominion Bedstead Company, Ltd., Montreal, Canadian manufacturer of the Montreal, canadian manufacturer of the Way Sagless Spring, has appointed the Canadian Advertising Agency, Montreal, to direct its advertising account. A campaign in newspapers is planned.

Denison Budd to Leave Lohse-Budd

Denison Budd, of Lohse-Budd, New York, advertising artists, will leave that organization on December 1. W. R. Lohse will continue the studio under his own name.

Los Angeles Agencies Consolidated

The L. R. Uhlenhart Advertising Agency and the M. G. Jonas Advertising Service, both of Los Angeles, have consolidated under the name of The Jonas-Uhlenhart Advertising Agency.

Glenn Campbell Honored

Glenn Campbell, of the Campbell Advertising Service, Toledo, Ohio, has been elected commander of the Toledo Post of the American Legion.

With the "Searchlight"

Mrs. Harriet W. Allard has joined the Searchlight, at Topeka, Kans. She has been with the Glidden Paint Company, Cleveland.

1026

York, es for Harso of tising tzines will shed.

aprepretising k V.

er-

Cinhas the dverising 1927.

eal

Ltd., f the the

real,

New that

nder

n-

sing rtis-

The

hell

has

She

If you're Advertising



-you'll save 20% by contracting now to reach this responsive, quality market

Child Life's rapid circulation gain of 32.2 per cent in twelve months more than justifies a 20 per cent rate increase, effective January 15, 1927.

The new rate — only \$4.58 per page per thousand circulation — is a remarkable value for the selected, quality market that Child Life offers: 100 per cent family — all Class-A families, with children — more than 500,000 people monthly!

The present rate of \$3.82 per page per thousand is a most unusual buy. There's nothing in the entire magazine field to approach it!

You'll want to reach this rich market. In fact, your budget will have a weak spot if it doesn't include Child Life. Take advantage of the old rate now.

New rate increase effective January 15, 1927.

CHILD LIFE

Rand McNally & Company-Publishers, Chicago

Advertising Remains the Small Man's Opportunity

How the Branching Out and the Breaking In Process Has Been and Still Can Be Successful

By Roy Dickinson

FEW days ago 'Red Grange'. famed iceman and halfback, offered the suggestion for this article. Red, in a newspaper interview, said that he was going to "lift the lid off football." Somewhat worried, so report goes, about the attendance at the games of his professional team, he had come to the conclusion that the great masses stay away because they think football is too complicated.

. It seems to the writer that every once in a while we have to do for advertising what Red Grange intends to do now for football. must lift the lid off its working and show that it is not so complicated as post-graduate students would sometimes have us believe.

Scarcely a week passes that some manufacturer or local retailer with a meritorious product to sell, is not kept out of advertising either because he thinks it takes entirely too great a sum of money to start, or because he wonders what chance he has, with his limited money, of competing with the big fellows.

"How can I branch out?" asks the baker of an excellent cheese cracker in Akron, Ohio, or the local druggist in Binghamton who has prepared a new type of shaving cream. "How can I break in?" asks the small manufacturer who has developed a specialty which he thinks has merit and is capable of sales in a wider field.

Let us take a quick look at the branching out and the breaking in process to get back to the simple side of advertising and to tell men with courage, initiative and a good product that the day of opportu-nity is not passed. To the local man who wants to branch out, Napoleon's saying that "there is a marshal's baton in the knapsack of every private soldier" applies today. A new idea, the courage and the ability to stick to it, is the baton of national leadership in the knapsack of the small man who has won a local reputation as the maker of a good product. Napoleon's saving has applied with neculiar force to a long line of retail druggists, for example, who wanted to branch out and had the courage

to follow through.

There was a druggist in Fort Wayne named J. C. Hoagland, All his neighbors, as was the custom, used sour milk to raise bread. The method was uncertain. Hoagland experimented, took cream of tartar, which was in every drug store. and also another powder as a base, made a powder to aerate d. First he sold a few packbread. ages of his magic powder to local customers, then he took small space in local papers to tell people he had a good substitute for sour milk. Then he branched out, used papers in the State, became the Royal Baking Powder Co., moved to New York, continued to advertise, and away back in 1893 the former drug store keeper was offered twelve million dollars for the good-will of his business.

Down side streets in many a city today are men with ideas for improved products. Many of them are frightened from the branching out process by fear of the myste-

ries of advertising.

Another drug store owned by Gerhard Mennen outgrew its neighborhood-and it, too, started small. Mennen's Talcum Powder is certainly a monument to steady adver-There was no demand for tising. opportunity. Mothers in the late eighties, when Mennen had a store on Orange Street in Newark, were using everything from cornstarch to sweet oil for their babies. A doctor in Hoboken named Fahr, Still

the

the apopeetail ated age

om, The and

ase, ate ck-

ace

he

our

the

er-

the of-

the

itv

m-

ing

te-

by

gh-

all. er-

er-

an ate ore ere ch A

וד.



Life Time Identification

Membership in the Dairymen's League is kept from generation to generation. To identify members, a sign material was required, the life of which would parallel the length of membership.

Hence, Ing-Rich everlasting porcelain enameled signs are now proudly displayed everywhere the League functions.

Associations and advertisers seeking a permanent means of identification should write for our catalog, illustrated in colors, for therein will be found a sign to meet every need.

We will gladly make up a sample sign in colors for you, without obligation. Just drop us a card giving the dominant colors in your general advertising.

INGRAM-RICHARDSON MANUFACTURING CO.
BEAVER FALLS PENNA.

ING-RICH SIGNS

"Fadeless Publicity in Everlasting Porcelain"



Old Council Tree Bond

BUSINESS stationery that strikes the keynote of quality is good business; OLD COUNCIL TREE BOND carries with it a subtle impression of elegance and distinction. It has the feel, the crackle, and the appearance that enhances the force of any message that it carries.

It is particularly significant that those possessing both money and sense of true value use OLD COUNCIL TREE BOND.

"Note the Tear and Wear as well as the Test"

NEENAH

PAPER COMPANY

Makers of SUCCESS BOND OLD COUNCIL TREE BOND CHIEFTAIN BOND NESSMAR BOND

Neenah, Wisconsin



WISDOM BOND GLACIER BOND STONEWALL LINEN LEDGER RESOLUTE LEDGER PRESTIGE LEDGER

Write for complete free sample outfit, including full shorts of Noonah bonds and ledgers for testing purposes



had used talcum with carbolic as a medicating agent. Mennen put in boric acid as a milder antiseptic. added perfume, sold a can to a neighborhood mother who told her friends and soon a room in the hasement of the drug store was producing this talcum powder. He nut a small advertisement in a local Newark paper and the circle of his influence grew. He added a few newspapers in the State, then some in Pennsylvania and New York. Every dollar he spent in advertising brought more dollars in sales. Years later Mr. Mennen told Hugh Chalmers who had asked him about the great sums he was then spending in advertising, "I am afraid to quit."

A man named Emerson ran a little drug store in Baltimore. Some of his friends became enthusiastic about the drink he mixed for them in the back room when they had a headache. And Bromo Seltzer started on its widening career with a small advertisement.

The story of Charles E. Hires begins in 1869 with a shovelful of earth thrown out of an excavation on the corner of Ninth and Spruce Streets, Philadelphia, three blocks from his drug store. Hires had only \$400 in the world but he knew fuller's earth when he saw it, knew that it was used to take oil out of wool and was, therefore, valuable, so he acted quickly. He told the contractor to dump the dirt back of his store, hired a colored man to separate it and in a week he had a ton of fuller's earth. He made a little disk out of iron, stamped, "Hires Fuller's Earth on the disk for use in branding the goods, secured some barrels and sold his new product to wholesalers, taking payment in trade to replenish the stock of his store. He sold the new stock to get money to keep on selling his branded product. The money and experience he secured in that manner enabled him a few years later to see the opportunity in a farmhouse drink discovered one summer at Morristown, N. J. He bought \$700 worth of small space in the Philadelphia Public Ledger, put every penny of profit back into advertising and Hires Root Beer was

To offset the objection that these are examples from the days of romance and that similar experiences are not possible today, scores of examples could be cited. "Get hold, keep hold and move on." a commission merchant in Cincinnati told me last year, had been his motto in branching out. He started in a small room in a side street making unbranded margarine. Several years ago he evolved a special quality of table margarine made from pasteurized milk and selected animal tissue, named it Churngold and began advertising it locally in a small way. The advertising for some time consisted of reason-why copy, featuring certain tests and stressing the uniform quality and methods of manufacture. Regular schedules of advertising were run in local papers.
As local sales increased, the com-

As local sales increased, the company added new territory, one county at a time, and followed up sales efforts with additional newspaper advertising. When sales seemed well established in each new territory, the company felt it was time to move on to another district where the same methods of introductory sales and advertising were followed. However, the company never made the mistake of allowing the old market to shift for itself as the product moved on into wider fields.

In spite of the usual difficulties facing every local manufacturer who branches out and the peculiar difficulties in the way of added retail troubles, due to the multitude of regulations with which the retail margarine dealer must comply, Churngold has gone on steadily winning new territory. The company has added seventeen States to its original territory. This year the advertising copy, which has been changed from a reason-why argumentative type to the combi-nation appeal to appetite and appetite and health, will appear in almost sixty newspapers in the eighteen States now served by the company.

Look down another street a few years ago. Here is the little store of the Aeolian Company. At the

start, the Aeolian's whole market consisted of blind beggars who, in colored glasses, and tin cups in front of them would grind out "Miserere" on a wheezy hand organ. But the principle of perforated rolls was there. The little Aeolian store on Twenty-third Street took small space in the New York Herald. One day a man who read the advertisement strolled into the store. He was Commodore Frederick B. Bourne, connected with the Singer Sewing Machine Company, a capitalist and a former singer. He was interested in the principle of music reproduction. He saw that the perforated roll principle might be improved so that people could study the classics in their own home. He put in some money, the advertising was increased, the company branched out, moved up to Fifth Avenue and has invested, as we all know, a very considerable sum of money in its continuously advertised product.

Scores of new men will branch out from the private-brand field in the next few years. Watch the cotton goods and general textile field. As soon as a multitude of manufacturers now making goods for other men to brand and sell discover that the transition from private brand to controlled trade-mark can be made painlessly and without losing their present sales outlets, they are going to take the step. Consider the maker of Brenlin shades and his history.

It was in 1905 that the Charles W. Breneman Company, of Cincinnati, looked over the problems the company had in selling Brenlin window shades. It discovered that 30 per cent of the product was sold to jobbers without any mark of identification whatever. was very little profit in this business. Sixty-five per cent of the company's production was sold under dealer labels and only 5 per cent bore its own trade-mark. At the time the company had very little money to put into advertising. Prices were high and dealers had not been able to convince their customers of the quality of the product, so that it could meet price competition. The company wanted

to be given credit for this high quality product. It believed that if its buyers throughout the country only knew about Brenlin shades, there would be no trouble in finding a market for all that could be made, but the most it could raise for advertising at the time was \$4,000. It is a matter of record that even that small appropriation, cleverly used, did the trick. In four years, 60 per cent of the company's output was under the Brenlin trade-mark. By 1917 the total business had more than donbled and 90 per cent was under the Brenlin name. The company out back each year a certain amount of its profits into advertising. A great deal of good was accomplished with the small amount. starting at \$4,000, in showing retail outlets that the trade-mark plan when it stood for a certain quality of long wear, was to their advantage to push. Today Breneman has one of the largest businesses of its kind in the world.

Take fountain pens. Mr. Water-man's big business started from a blot of ink, a kind landlady and an advertising agent with \$62.50 to gamble. L. E. Waterman was an insurance salesman. One day in his forty-fifth year he called to sign up a man for a good-size policy. He had been working on the man for six months; the prospect had gone uptown and left word for Waterman to follow. Waterman had forgotten his nonspillable ink bottle, which he usually tied to a button on his vest. so on his way uptown he bought one of the "new fangled" pens which had just come on the market. He got to his man, presented the blank, the prospect put the blank on his knee and as he touched the pen to the paper a big blot ruined the blank. The second time he tried, it ruined his trousers. The third time another blot and the pen was empty. Waterman could not get him to try again. The superstitious prospect said that three times meant out, so far as he was concerned. That pen quite naturally made Waterman mad, and when discouraged and nervously tired out he went to see

1026

high that counenlin

that could time

rick.

dou-

put

com-

re-

rtain their

renebusi-

aterom a and 50 to

s an

d to

-size

left

llow.

nonusuvest, ught

pens

marented the ched

blot

sers. and

gain.

said far pen

and sec

d.

Extraordinary, perhaps, but typical

HE ranked seventh in an industry comprising only thirteen manufacturers. And it was a "non-advertisable" industry. Twelve of the thirteen were positive of that. Number Seven was not so cock-sure.

Today he is at the head of the procession, doing as much business as all the others combined. His production has increased five hundred per cent in a few years. He has established new quality standards which lift his product above the levels of price-competition.

This is what national advertising has accomplished for a "non-advertisable" product. The trade papers no longer tell the whole story. Their part in the program is principally to merchandise the consumer advertising that appears in the leading publications of general circulation, metropolitan, small-town and rural.

An extraordinary record? Perhaps, but it is typical of the records of many other clients of this Agency.

THE PROCTER & COLLIER CO.

For 32 years builders of business for advertising clients

McMillan St. at Reading Road, Cincinnati 25 East 26th St., New York

Member A. B. C., A. A. A., and Outdoor Bureau

his brother in Kankakee, he set out to improve the pen, un-hampered by too much technical knowledge. He worked out a new feed pen, using as tools a pocket knife, a saw and a file. brother made the holder out of a broken buggy wheel and the pen worked. His friends liked it and he made a few. He took vacant. space beside a cigar store in the entrance of an office building and sold a few of the pens to passersby for two years before he got a patent. He didn't make money enough to buy food—he owed his landlady, who was good natured and let his bill run. An advertis-ing agent named E. T. Howard suggested a \$62.50 advertisement in a magazine. Waterman didn't have the \$62.50, so Howard loaned him the money. The advertisement pulled. Later he borrowed \$5,000 from a stationer, opened a small factory—and left instructions in his will that Howard should continue to handle the advertising.

But "how can I break in" says the man with a small business who sees the field dominated by a few big, well-established leaders with plenty of money.

A man on a railroad train told me a short time ago that he had intended to put some money into a certain electrical heating invention, "But," he stated, "I doped it out that the General Electric would have put it out if it had been any good." The rest of the story told how the inventor stuck to one product and how consumer loyalty which he won for this product made him a millionaire. The name in this case I have been asked not to mention.

The answer to that sort of objector today is to show that the history of soap, tooth-paste and a score of other industries is a continual succession of newcomers coming in and catching up to the giant leaders, many of whom thought they had a perpetual franchise on leadership. When Pepsodent first advertised, a small tooth-paste manufacturer—still small by the way—said to me, "There's another man going to lose his shirt." And Pepsodent didn't start big, you will remember. It stocked one

Boston's Peculiarity

Newspaper advertising statistics accepted elsewhere are blown to the four points of the compass in Boston and New England.

Mass circulation in New York, Chicago and other large cities may work out advantageously in the distribution of high-grade commodities, while in Boston the successful newspaper advertiser of quality articles approaches buyers through a limited but more reflective circulation.

Selling returns depend in Boston not upon how great but how effective is the circulation.

An advertisement in the Transcript exerts an influence that no other New England Newspaper can duplicate. That is why Transcript advertisers receive such substantial results.

Boston Evening Transcript

Highest Ratio of Buyers to Readers

National Advertising Representatives

CHARLES H. EDDY CO.
Boston New York Chicago

R. J. BIDWELL CO.

San Francisco Los Angeles

926 eith

old

o a ion.

uld any old

odlty luct

not

the d a

oners the

an-

th-

an-

big.

The Hanley & Kinsella Coffee & Spice Co. of St. Louis are 50 years old. We are entering our fourth year in their service. During this period their sales have about doubled each year. Nothing spectacular. Just a fine co-ordination between desire and accomplishment, between quota and sales management. Perhaps we have an experience that other non-competing food manufacturers will find helpful.

Arnold Joerns Company

Advertising -

no

Crisp Red Apples Strawberries Too---

Northward along the shores of Chequamegon Bay on Lake Superior and stretching inward for miles, visitors will find farm after farm devoted to apple orchards and fields of strawberries. 63,676 bushels of apples were harvested in Bayfield County in 1924 and there were 441 acres of strawberries—the largest strawberry acreage in the state—and it's just starting!

This section of Wisconsin is fast coming into prominence as one of the best fruit growing districts in the north. Between 1910 and 1925 the U. S. Census shows an increase of 1200 farms in this one county. Most of these have started because of the fruit growing industry.

BAYFIELD, WASHBURN AND ASHLAND ARE TOWNS WITHIN EASY REACH OF THIS DISTRICT, GOOD ROADS, EXCELLENT BUS AND TRAIN SERVICE ALSO CONNECT IT WITH SUPERIOR, THE NEAREST GOOD-SIZED CITY.

Progressive farmers want an up-to-the-minute, newsy newspaper. The Superior Evening Telegram is the overwhelming choice of the farmers in Bayfield County. 1,102 families in this northern peninsula read the Telegram daily, see the advertisements in its columns and plan their buying accordingly.

REMEMBER

-THE-

Superior Evening Telegram

Stands Alone in Northern Wisconsin

1026

store first, used a newspaper coupon to send people there and by trying out the hundreds discovered how the millions would act. I took great pleasure in sending the small tooth-paste manufacturer the income tax figures of Pepsodent when they were published.

Men with courage and brains are not yet extinct and so long as advertising exists they can use it to branch out and become big. The market is never crowded; everything was all nicely set in the tooth-paste business before Pepsodent came along. So it was in the automobile industry when the Maxwell Motors Company, twenty-four hours ahead of receivership, sent for Walter Chrysler.

Canada Dry came into a field of twenty-six big brands of ginger ale makers who were dividing the market between them. It created a new taste and proved again that the newcomer is not licked because someone else seems to be sitting pretty at the top.

Sam Bayuk was making cigars at a bench in Philadelphia when some of the big manufacturers were smoking "their own" in the Bellevue-Stratford. He started a retail store, branched out and today he is a big factor in the field with some of the former leaders out of the race.

Humphrey O'Sullivan landed in New York fresh from Skibbereen, County Cork. He got a job in a printer's office in Yonkers, didn't like it, and went to Lowell where his brother had a shoe business. He left there to set type in several New England newspapers. 1877, with \$1,300 capital he and his brother went into partnership in the shoe business under the name of O'Sullivan Brothers. For twenty-one years after that they paid themselves \$15 a week salary and fifty cents spending moneynot a cent more. O'Sullivan of Skibbereen was a dreamer. A good local business did not satisfy him. He wanted to branch out, as everybody does. The baton in his knapsack was the idea continually before him of getting something that he could sell in a broader market. There was a Dr. Savory in Lowell



In England
the best
Advertising
always appears
in



22

MARION JEAN LYON

Advertisement Manager, "PUNCH"

80, FLEET STREET

LONDON, E.C.4, ENG.

Good Copy

There are 7046 pages in the main part of the Century Dictionary, and about 2000 more in the supplement.

This totals about 315,000 words that anybody has a right to use.

Men who know, say that most Americans in daily business use less than 900 words.

If you want to reach a bigger crowd, pick an agent who makes the best use of the words the crowd uses, understands, and likes.

HAWLEY ADVERTISING COMPANY Inc.

95 MADISON AVE. NEW YORK CITY and the O'Sullivans made shoes for him. He used to get his soles and heels covered with rubber and was the only customer who did that for three years. O'Sullivan kept looking at the heels on the shoes and didn't like the way they were held in place. He made some new ones in the basement of a nearby clothing store thought he was crazy and he couldn't get people to work for him. A man named Andrews came into the business: had 240 shares in the company and each one of the brothers had 130. Andrews wanted to sell. O'Sullivan who went through the usual process of branching out, sold his business to Lamont Corliss in 1910, the sales of O'Sullivan Heels were \$1,000,000 a year.

Let us look at a few other cases quickly. A. I. Root, of Medina, Ohio,: pleased first his neighbors, and then the wide world with honey made by contented bees. He, too, branched out.

The Studebaker Company grew from a blacksmith shop.

William L. Douglas, the shoe manufacturer, had \$875 to start advertising. At the time of his death it was estimated that he had invested more than \$8,000,000 in advertising.

A woman took a piece of semaphore glass home from the Corning Glass Company, which made railroad lantern globes, cooked a delicious pie on it and Pyrex started to branch out.

New ideas like that one, in many cases almost accidental but seized upon quickly, by manufacturers who have both imagination and courage, have started many a small company on its road to national prestige and increasing sales and profits.

As we take this glance beneath the lid of advertising to dig out a few specific instances which indicate the possibilities for the man who must start in a small way, there is no intention of prescribing advertising as a panacea. But in the next few years there are going to be many men now small who will branch out or break in by making a good product, adopting

. 1026 shoes soles r and o did llivan n the they Some of a They d he for frews 240 each An-When the the , sold orliss livan cases dina, bors. with He. grew shoe start his had 0 in ema-

ornnade ed a yrex nany eized rers and mall

onal and

eath ut a ndiman way. bing t in oing who by

ting



"I am not an inventor, nor even a discoverer; I am a classifier."

-Harrington Emerson.

EMERSON, great industrial engineer that he is, makes no claim of miraculous discovery in his famous thirteen principles of efficiency. His whole science lies in simply putting things in better order and classification is the very head and front of it.

When Lynn Ellis quit the advertising agency business after ten years of hurly-burly in order to stand off and find head or tail to it all—utterly frank to confess that it had him guessing—he found his answer in classification.

Classification of advertising services—conventional, related, collateral. Classification of operations and material in standard nomenclature. Classification of organization types and of individual jobs. Classification and formulation of a language by which two advertising men could thoroughly understand each other.

He discovered nothing new, only patiently dug out and arranged in handier fashion what existed before, albeit in the field of advertising direction which factory production engineers have somehow overlooked.

He has founded a corporation not an advertising agency—to help apply this classification to the smoothing out of management kinks in agencies and advertising departments.

The scope and manner of its working are covered in "What Next?," a folder you may have for the asking.

LYNN ELLIS, Inc.

Advertising Relations and Management

One Madison Ave., New York

sound principles of producing and selling it, and applying the same common sense to their advertising that they do to the other departments of their business. People are as ready to welcome now as ever in the past a man who makes something they can use and tells them about it.

Advertising remains the small man's opportunity for converting the belief and confidence of his neighbors into an ever-widening circle of increasing sales. It is the small manufacturers' best opportunity to break into established markets by improving a product and winning the loyalty of the masses for it.

Mere size gives no business that franchise of perpetual leadership which some of them think they can maintain while resting on their

C. C. Jockel with Tru-Art Engravers

C. C. Jockel has been made art director of the Tru-Art Engravers, Inc., Cedar Rapids, Iowa. He recently held a similar position with the British & Colonial Press, Montreal. At one time he was advertising manager of the Albion Motor Works, Glasgow, Scotland.

Ward Baking Earnings Increase

The Ward Baking Corporation, Long Island City, N. Y., reports a net profit of \$1,292,183, after charges, for the fifteen weeks ended October 16. This compares with \$1,183,969 for the same period in 1925.

Joins Chemical Catalog Company

D. H. Jackson, formerly with the Elliot Company, Jeanette, Pa., has joined The Chemical Catalog Company, Inc., New York. He will work in connection with the advertising of Industrial and Engineering Chemistry.

T. W. Kinney with "Pictorial Review"

T. Wylie Kinney, who has been with the Butterick Publishing Company, New York, has joined the advertising department of Pictorial Review, also of New York.

Mrs. Hazel Blair Dodd, formerly with the Eriez Stove & Manufacturing Company, Cleveland, has joined the Los Angeles Herald.

and same ising parteople

tells

rting his

It is op-

that

ship can their

rt lireclnc., held

time the Scot-

Long

This same

the has any,

dus-

with any, sing also

erly ring the I am extremely pleased to announce

T. Wylie Kinney

has joined the Advertising Staff

Pictorial Review

For the past three years, Mr. Kinney has been a member of the

Advertising Department
of the
Butterick Publishing Company

PICTORIAL REVIEW

Love Block

Advertising Director.



More Orders in 1927

 $T^{ ext{HE}}$ wise men of commerce predict that the "small order—quick turnover" buying habit will remain with us through 1927. They see no prospect of the immediate return of the good old "carload order" days.

This means that the manufacturer who would have his 1927 balance sheet show bigger profits must seek new customers and more orders, rather than bigger orders from his present customers. So he must employ more salesmen unless he is wise enough to use Direct Mail.

For Direct Mail has proven beyond a shadow of doubt that it can help salesmen cover more ground - that it can make those time-consuming but necessary "missionary" calls - that it can keep your customers sold between your salesmen's visits-that it can, in short, do all that is necessary to enable your salesmen to spend all their time selling more orders to more customers.

Now is not too soon to begin preparing your Direct Mail Advertising for next spring - more time for thought and careful work means more effective literature. Let us help you, whether you want complete direct advertising service or just good printing - we have both.

J. W. CLEMENT CO.

THE MATTHEWS-NORTHRUP WORKS

PLANNING - ENGRAVING - PRINTING - MAP MAKING - BINDING - MAILING SENECA, LORD AND SEYMOUR STREETS BUFFALO, N.Y.

NEW YORK OFFICE: - 250 PARK AVENUE

What Business-Paper Advertising Accomplished for Centemeri

The First Appropriation for Space in the Trade Press Amounted to \$160

By Willard M. Smith

General Manager, P. Centemeri & Company

WHEN I came to New York from the Pacific Coast in 1912, as a junior, I spent a year trying to adjust myself and to definitely plan an advertising policy that would be of substantial benefit to Centemeri.

I saw the business press as a

medium.

I saw some of the opportunities. I saw with apprehension that it cost real money, and at that time, because of my limited experience, I was led to believe that there was a considerable element of hazard in the undertaking of an advertising campaign, but I was convinced that the business press could be made a profitable medium for us.

In 1914, we undertook a contract for four, one-quarter pages in the *Dry Goods Economist*, a total expenditure of \$160. At that time, this expenditure caused me some anxiety because of its magni-

tude.

We prepared our copy, we launched our campaign (as we, with expanded chests called this venture into advertising) and the remarkable thing was that immediately after the appearance of our small advertisement, we got results. I suppose some of the results obtained were a natural rebound from the shock of the old-fashioned house of Centemeri appearing in print.

The years 1915, 1916, and 1917 were banner years for us. Our campaign and our success grew and grew and grew. We all made money, we accumulated a large surplus and that large surplus was afterwards the thing that contributed to a con-

siderable heartache for us.

Having this surplus, we commenced to seek other business ventures. We decided to go in for wool hose for women and golf hose and half hose for men. In 1918, by a liberal use of the business press, we made money out of our woolen hosiery venture. In 1919, our profits and returns were even more satisfactory and of greater volume. In 1920, our salesmen started early making calls upon their trade working with our advertising campaign, and they booked on actual signed orders, \$420,000 from responsible customers. That was a good business.

I went to Leicester, England—we were then the American agents for Wolsey Co., Ltd.—and on the basis of \$420,000 worth of orders, I placed orders with the mill for \$500,000 worth of merchandise. This was in the month of February. Delivery was to be taken, July, August and September. I returned from Leicester with the consciousness and great satisfaction of knowing that my work was well done.

Then came the difficulties, coal strikes, labor troubles, transportation strikes, and those orders that were to be delivered in July were

delivered in November.

The year 1920 had the warmest winter in the Weather Bureau's history. Delayed shipments gave a splendid opportunity to all of our customers to cancel. Cancellation after cancellation came in to us.

In November, the goods commenced to arrive from Leicester and our selling quarters were inadequate to contain the merchandise as it came through from abroad. We had to hire a warehouse and then again I looked to the business press. But the business press could not help me out of my difficulty.

We had come to the turn of the lane so far as the popularity of wool hose was concerned and then

Portion of a talk delivered November 9, at New York, before the annual meeting of the Associated Business Papers, Inc.

we faced the stern reality that we had a huge stock that was costing a pile of money for insurance, for warehousing and for clerk hire and no matter how favorably we looked upon the business press, we realized that our relations with the business press, so far as being of benefit to us in the sale of wool hose was concerned, was of no value whatsoever, if for no other reason than that the business press being a Business press, passed on the information that was in keeping with the constantly changing business conditions, and we were trying to use the business press as a means of assistance in disposing of a line of merchandise that would not be considered good business for the average retailer to stock liberally. Then came the question of shrinking finances followed by the possibility of moths and I realized one day that there were two kinds of moths that were confronting us. The moths that might get into our wool hose and destroy it and the moths of carrying charges.

We wrote off a dead loss of

considerably more than \$375,000. We saw that the business press was good for us when we were a good concern, good in point of disposing of good merchandise, to good people and a good seasonable product, but the business press could not aid us in foisting upon the public an article that had practically passed into the skirt binding class.

After having sustained the losses referred to we concluded economy must be the rule of our further operation—Save—that was the slogan. Curtailment being the order of the day, no advertising appropriations were to be considered. You must remember the general business depression that followed the year 1920.

All manufacturers and importers experienced uncertainty, a general business readjustment and a style change.

The glove business probably suffered more severely than any other line of regular merchandise. What could turn the tide, was the allabsorbing topic with us. No one

WHY WAIT TILL NEXT APRIL TO SAY IT?

WE GOT IT— WE'RE PROUD OF IT— YOU OUGHT TO KNOW IT!

The Paterson Press-Guardian

now has the largest circulation of any paper in Paterson—NOW OVER 18.000 NET PAID PER DAY AND STILL GROWING!

For the past two years its circulation growth has been handicapped by a lack of pressroom facilities, but since the installation of a modern high-speed metropolitan low-unit Duplex press, which turns 'em out quickly. The Press-Guardian is now in a position to handle more circulation and is doing sa

Perfecting a quick-delivery system to all parts of the city and suburbainaugurating an intensive circulation campaign, it has within six weeks passed its last remaining competitor.

For the past six years The Press-Guardian has led all evening papers in Passaic County and has now overtaken the only morning paper in the field.

THE GREATEST LOCAL COVERAGE EVER OBTAINED FOR THIS FEETILE MARKET AT THE CHEAPEST RATE PER THOUSAND CIRCULATION:

Rates will advance January 1st next; so take advantage of present rates and get your schedule and contract to The Press-Guardian today!

National Representatives: G. LOGAN PAYNE COMPANY

G. LOGAN PAYNE O

leage St. Louis

5,000. press ere a

1026

ere a
f dise, to
mable
press
upon
ractinding

losses momy arther e sloorder apdered. eneral lowed

orters eneral style

other What e all-

IT?

18.000

highy, The ing se.

ers in

TION:

Louis



could carry on unless there was a complete rehabilitation. How could this be brought to pass? Style, style, style, kept ringing in our ears. Induce people to come back. Create new styles, etc. That was our job, and a job we certainly are masters of. But how can we put it over, we asked, and the answer was the business press.

In August, 1925, we inaugurated a campaign with greater investment and more fixity of purpose, and with the firm principle established that we would serve our customers upon a basis profitable to us both. The year 1925 closed showing us ahead in sales considerably out of proportion to the amount of expenditure involved.

D. H. Jeffris Dead

Donald Hanchett Jeffris, Chicago advertising executive, died on November 8. His early business career was spent in the lumber industry. Following this he was with the Ferry-Hanly Advertising Company at Chicago, and for a number of years he was advertising manager of the Universal Gypsum Company, of that city. Since the fall of 1925 he had been associated with the Kling-Gibson Company, Chicago advertising seency. Company, Chicago advertising agency.

A. G. Partridge Joins Goodyear Tire & Rubber

A. G. Partridge, formerly vice president and sales manager of the Firestone Tire & Rubber Company, Akron, Ohio, has joined the sales organization of The Goodyear Tire & Rubber Company, Io., also of Akron.

W. H. Graham with Condé Nast Press

Walter H. Graham, formerly with the Progressive Composition Company, New York, has joined the New York office of The Condé Nast Press as typographer and production manager.

B. A. Hansen, Production Manager, Botsford-Constantine

B. A. Hansen, formerly of Hansen & Company, San Francisco, has joined the Botsford-Constantine Company, Seattle advertising agency, as production manager

Calgary "Albertan" Sold

The controlling interest of the Calgary, Alta., Alberton has been sold by W. M. Davidson to Charles E. Campbell, publisher of the Edmonton, Alta., Bulletin, and George M. Bell.

Complete Coverage With ONE Newspaper

Commercial Appeal

MEMPHIS, TENNESSEE

THE leading newspaper in the vast area from the Ohio River to the Gulf of Mexico, from Alabama to Texas. The average paid circulation for the month of October, 1926, was daily 103,292, Sunday 134,776.

As a national advertising medium the Commercial Appeal is pre-eminent in the South. It carries more national copy than any other Southern newspaper.

Complete department for compilation of all market data, guidance of national accounts, giving personal attention to visiting repre-sentatives; monthly merchandising paper covering trade with news of national advertisers and their campaign.

THE JOHN BUDD CO. NATIONAL REPRESENTATIVES

New York - Chicago - St. Louis - Atlanta - San Francisco

ns bber ce presie Fire-Akron, nization

Condé

y with mpany, York ess as

ger

ion

ntine

nsen &

Seattle

ld

e Cal-

Camp.

Alta.



Pulling West Virginia Out of the Mud

Some years ago West Virginia was in the mud. But in 1921 a good roads law was passed and a Commission—entrusted with \$50,000.000—was appointed to designate, construct and maintain the roads.

A public body with such powers and that much money was bound to experience strong pressure and criticism.

The Kiwanis clubs of West Virginia with the purpose to protect both the people and the Commission formed their own Good Roads Committee, and their offer of service was accepted by the Covernor and the Commission.

As a result of the Kiwanis urge for rapid completion of work, public progress reports were made, vicious attacks ceased, communities cooperated, the Legislature voted the sale of the bonds, and it increased the gasoline tax.

The bonds are sold, 2,880 miles of road are completed or under construction, including 1,791 miles of hardsurfaced roads, and hitherto inaccessible resources and scenic attractions are now open for citizen and tourist.

Some 2,000 men make up the membership of the West Virginia Kiwanis clubs.

To sell over 100,000 of such men, all possible customers of yours, put your message in the one publication that reaches them all.

The Kiwanis Magazine

164 W. Jackson Blvd.



Chicago, Illinois

Hevey & Durkee 15 West 44th Street New York City Charles Reynolds Advertising Manager H. P. Swartwood 123 W. Madison Street Chicago

WE BUILD



with but a single thought

"Give readers service and the refollows readers service and the results are sure to follow as day follows night,"—this slogan, expressed by Editor Glenn Sevey more than twenty years ago, has been the guiding thought behind each and every Homestead editorial deach and every Homestead editorial deach are supported to the support of the su rial department. Fifty-two issues every year are written and edited expressly for the benefit and guidance of the thinking energetic type of New England farm families.

How well the editors have done their work-and the truth of this slogan established—is best evidenced by the consistent growth and influence of the Homestead. with a circulation now up to 80,000 weekly. Moreover, in October, 1926, the Homestead increased its advertising over October, 1925, by 6,995 lines—a gain of 19.9%.

Obviously, more and more keen advertising executives have recognized that editorial character and alignment are more valuable and escential than mere "farm coverage."

·To SELL the New England farm market, you MUST use-



"More than a periodical, it's a Service-an Institution."

Phelps Publishing Company, Publishers, Springfield, Mass. WARREN A. PRIEST, Advertising Manager

NEW YORK
279 Madison Ave. 133 W. Madison St. Syndicate Trust Bldg. Palace Building \$11 So. Coronado St. E. R. Williams
Leyd. B. Chappell
A. H. Billingslea

18. 1026

the re-

s day 1.

o. has behind editoissues edited

guid-c type

lies.

done

f this

tober.

ed its

5. by

keen

ecog-

and

d es-

age.

evirowth stead. 30.000

ex-Sevey

Inject the Farmer's Viewpoint When Advertising to the Farmer

EVANS-WINTER-HERE. INC.

DETROIT, MICH.

Editor of PRINTERS' INK:

In an article entitled, "How Much Is an Inquiry Worth?" on page 36 of the September 2 issue of PRINTERS' INK. you mention a list of articles which de-scribe the experience of advertisers in the use of farm periodicals, direct mail, and other methods of advertising to

Will you please send us a copy of this

EVANS-WINTER-HEBB. INC.

STANDARD GAS ENGINE CO.

STANDARD GAS ENGINE CO.

CLEVELAND, ORIO

Editor of PRINTERS' INK:

Will you be kind enough to give mea list of the articles that have appeared in PRINTERS' INK dealing with the farmer market?

I shall greatly appreciate this.
STANDARD GAS ENGINE CO. B. T. EAGERTON.

BIBLIOGRAPHY listing A over sixty articles, that have appeared in Printers' INK and Printers' INK Monthly since January, 1925, of interest to manufacturers who are selling or who want to sell the farm market was sent to the above readers.

Not long ago an advertising man who had experience in advertising to farmers visited the office of PRINTERS' INK. He related an incident that brings out an important point for the manufacturer who is advertising to the farmer. This man spent considerable time with farmers to determine what they liked about advertising. one thing that he found out that impressed him most was the fact that farmers like to read advertising that gives some helpful information.

An article which appeared on page 29 of the August, 1925, issue of PRINTERS' INK MONTHLY told how several national advertisers were injecting the farmers' viewpoint in their farm-paper copy. Advertisers who are selling the farm market might well consider their advertising for a moment. Perhaps a reading of several Perhaps a reading of several PRINTERS' INK articles may at least provide a new slant.—[Ed. PRINTERS' INK.

Brighten your story with our new color method of putting it on paper. Ask to see the book The Miracle of Coral Gables.



CURRIER & HARFORD LTD · 468 FOURTH AVE., N.Y.C SELECTIVE ADVERTISING



01800 appell



In its service to the editors of ten house organs of national importance, Arrow Press quietly and smoothly assumes the annoying details of layout and page makeup, composition, engraving and dummying.

Helpful copies of House Organs produced by us will be sent on request

ARROW PRESS, INC. 318-326 West 39th Street . New York



illustrates, defines and prices a better line of

Advertising Signs and Specialties

Pronounced:

"the most attractive manual in the Advertising Specialty field."

> If you haven't a copy, ask for one, NOW



New York Office, 25 West 43rd Street

The Story of the Victor

(Continued from page 6)
on the master disk; under electrical recording, the sound waves
are changed into electrical energy
and then translated back into mechanical units. This puts more
music on the record and results
in a more perfect reproduction of
the original rendering than was
possible under the old direct mechanical system.

"The Orthophonic Victrola has a new sound-box, a new tone-arm, and a new tone-chamber. In place of the old sound-box with its mica diaphragm we now have a thin metal diaphragm of an aluminum alloy. Attached to this disc is a six-footed 'spider' and a 'stylusarm' which distributes vibration scientifically over the diaphragm surface instead of to the center of the diaphragm as was the case with the old sound-box. tone-arm is of new design, scientifically shaped and tapered. The greatest difference, however, is in the Orthophonic tone-chamber, which, as a scientific development, is a radical departure from the built-in square horn of the old Victrolas.

"This change is more apparent when the interior of the cabinet is examined than a look at the exterior indicates. Quite apart from the change in cabinet construction required by the new tone-chamber, however, the outward appearance of the new instrument is totally different in design from the old Victrola—different in shape and style. In fact, our new line has not the remotest resemblance to our former line.

"There seems to be an impression abroad that an old Victrola could easily be equipped with a few new parts, particularly a new sound-box, which would transform the instrument into an Orthophonic. I will explain to what extent this would be possible. Roughly speaking, the new sound-box is responsible for 20 per cent of the improvement noticeable in the Orthophonic over the old Vic-

18, 1926 ictor

r elecwaves energy to memore results

n was

ola has ne-arm, n place is mica a thin minum oc is a stylus-

bration bhragm center ie case The scien-The er, is amber, pment.

m the

parent cabinet at the apart t contonetward ument from shape w line blance

npresctrola rith a a new sform Orthowhat ssible. oundr cent ole in The Memphis Press, a Scripps-Howard newspaper, has purchased the Memphis News-Scimitar, effective November 15, 1926. The consolidated newspaper will be known as "The Press and News-Scimitar." A minimum of 70,000 circulation is guaranteed. New flatrate is 18 cents a line applying to all contracts received on or after November 15, 1926.

Represented by

TO KEEN ADVERTISERS!

Holiday Time is Buying Time for the Amusement World. The

Christmas Number

of The Billboard (dated December 11, 1926) is watched for by Show Folks the World over. Greatly increased circulation and reader interest.

Member A. B. C.

Billboard

1560 Broadway, NewYork City Chicago — Cincinnati

GOOD COPY



"The Ace of Typography"

GOOD Copy is of primary importance to successful advertising. But, Good Copy without the support of good typography is like a topnotch salesman poorly dressed. Let "A-C" dress up your ads! Investigate!

Get in touch with "A-C"

ADVERTISING - CRAFTSMEN
132 West 31st St., New York
PENNSYLVANIA 8789-8790

trola; the new microphone and electrical recording apparatus is responsible for 40 per cent, and the new tone-chamber is responsible for the remaining 40 per cent.

"The most obvious or observable difference in the appearance of these features between the old and the new is the tone-chamber or re-entrant horn,' so constructed that its length from tone-arm to end of horn is seventy-two inches in our most popular cabinet. It is slightly less than this in certain other models. Designed on the principle of what electrical engineers call 'matched impedance,' this new tone-chamber takes the sound waves as they leave the sound-box diaphragm, expands them evenly and properly, conducts them smoothly curves, breaks and rejoins them where necessary with absolute symmetry and allows them to emerge from the tone-chamber as nearly flawless as when put upon The Orthophonic the record. vields a 'bass' and an increased 'treble'; the bass is in true pro-portion to all the higher tones, volume is greatly increased, piano notes are maintained for their true duration, organ music has organ resonance and diction is clearer and normal. From all this it will be clear why supplying a new style sound-box to be placed on an old Victrola might create a false idea of the real advantages of the new Orthophonic. For this and other reasons, the Victor company has hesitated to put a new sound-box on the market. Those which have been put out are not of our manufacture.

"With the Victrola thus made over from core to circumference, those experienced in manufacturing will understand the kind and extent of the changes which had to be made in our factories before instruments could be turned out in quantity. The changes started with blue prints and affected machine equipment and operation from raw material to finished product. When it is considered that the decision to make this change was not adopted until the end of June, 1925, and that four new models of the

ne and atus is att, and sponsite cent. ervable nice of old and ber, or tructed arm to inches

inches
It is
certain
on the
engidance,'
es the
re the
kapands
conaround

them bsolute m to ber as upon phonic reased protones, piano

r true organ elearer it will r style in old e idea e new

other y has d-box have manu-

made rence, acturl and had efore out in with chine

When cision not 1925, f the





White Rock or Ginger Ale?

It's all a matter of taste.

Some men show a decided preference for White Rock; others call for Ginger Ale. To meet this variance in taste, The White Rock Company now sell both beverages and have greatly increased their sales volumes.

The same decided preference is shown in the reading habits of industrial executives. Because of this difference in taste, no one publication can appeal to all.

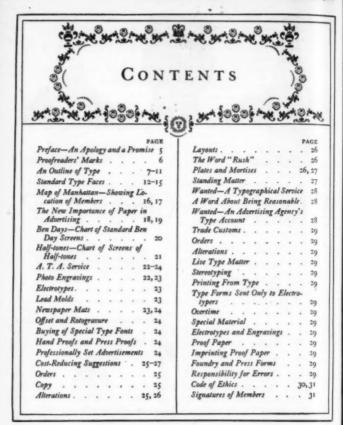
Through two different types of editorial treatment and two widely divergent circulation methods, the industrial advertiser who employs INDUSTRIAL MANAGEMENT and IN-DUSTRY ILLUSTRATED obtains a far more complete coverage of this important market.

A certified audit shows only 3.3% duplication in circulation.



The INDUSTRIAL GROUP

INDUSTRIAL MANAGEMENT — INDUSTRY ILLUSTRATED
120 West 32 nd Street, New York



Advertising & Production Managers

yet unfamiliar with the service placed at their disposal by the A. T. A., will be interested in the A. T. A. Service Book, contents page of which is reproduced above.

> New York Group of Advertising Typographers of America 461 Eighth Avenue, N. Y. C.

6

17

17

00 00

8

Q

Orthophonic Victrola were delivered to dealers in all parts of the United States by the last week in October, 1925, those who have had experience in wood and metal working will best appreciate that precedent-breaking things were done. In this period, a laboratory experiment was crystallized into a production design that has been subject to no major change to this data."

Nov. 18, 1026

PROBLEM OF SALES DEPARTMENT

The task that confronted the Victor sales department was no less difficult than the one with which the manufacturing department had to deal, though vastly different. While these tremendous changes were in process all along the line of distribution, from Camden to the store of the remotest retailer, Mr. Forbes joined the Victor company as manager of sales and merchandise—about the first of July. He was, for a number of years, manager of the talking machine department of James McCreery & Co., New York, and later manager of the same department of the John Wanamaker store at Philadelphia.

It was a knowledge of the problems of the retailer that was needed at this time and needed The Victor company. urgently. through its retailers, has a peculiar consumer attitude to deal with, and that is that the great majority of Victrola owners refuse to consider that their cabinets and records can ever suffer any depreciation. Most people will pay \$2 for a book and are satisfied if they read it once. But when a man pays 75 cents for a Victor record he expects it to This peculiar last indefinitely. consumer attitude has as wide an application for the retailer as it has for the company. Moreover, sentiment plays a large part in shaping this consumer attitude. This sentiment is inspired by a combination of things which undoubtedly have their source in music and the performers or artists who create or provide it, and this consideration tends to foster a proprietary interest on the part of talking machine

owners in their records and cabinets and the company responsible for them

First-hand contact with this consumer attitude during his retail experience, and knowledge of the idiosyncrasies of most music-loving people and record fans in particular, led Mr. Forbes to recommend that the company's advertising campaign to the consumer should be preceded by an advance demonstration of the Orthophonic Victrola to the musical elite of every community.

"Everyone who has had any experience with musical people," said Mr. Forbes, "knows that every community has its bell-wethers among local musicians. Inform them of news first, or acquaint them with innovations or recent developments, before such knowledge is released to the general public, and the most influential tongues in the community are

"With this in mind, we planned a series of advance demonstrations beginning at Philadelphia and the more important musical centers of the country, and including every community where the local Victor dealers could be persuaded to undertake, with our co-operation, the direct-mail work necessary to make such an affair successful.

"The important thing was to compile a list of names of a town's socially influential people. varied in different towns. cities and towns where symphony concerts were given, it included a list of the regular subscribers: wealthy people who usually lend their names to the promotion of musical events; society leaders; those in high circles in the town's religious and educational affairs; city officials, the mayor, or other prominent people like merchants, bankers, and the heads of women's organizations. A special form of invitation, which we prepared, was mailed over the dealer's signature to this special list. The place at which the demonstration staged, the time, and the auspices under which it was held, were selected with good judgment in

I Can

WRITE COPY MAKE LAYOUTS ANALYZE MARKETS SERVICE ACCOUNTS

Six years' business and merchandising experience includes personal supervision of national accounts with New York 4A agency. At present connected with well-known metropolitan agency, but seek a broader opportunity to exercise my ability and experience in the above-mentioned capacities.

Ability to analyze markets, create and carry through merchandising plans, should be of value to advertisers whose problems are concerned with distribution and marketing.

Thirty years old, college graduate, American and single.

Salary requirements will be found quite in keeping with knowledge and experience.

An interview is sought with a reputable advertising agency or national advertiser.

Address "X," Box 41, Printers' Ink order to secure, as nearly as possible, a maximum attendance.

"These advance demonstrations were uniformly successful - successful to a remarkable degree. In order to preserve the right atmosphere in connection with them we held back our newspaper announcements for the public demonstration which followed almost diately. The psychological effect of the advance demonstration was apparent in the interest with which the general public flocked to the general demonstration.

"We called this general demonstration 'Victor Day' and the date was November 2, 1925. The event was heavily advertised, nationally and locally. A tremendous public interest was created in our new instrument. 'Victor Day' proved

successful everywhere.

"Our local and national advertising was supplemented with a great amount of personal work on the part of local dealers—talks with prospects and customers, work over the telephone and special literature sent through the mail to selected names. All of this had the effect we sought, namely, that of creating something of a sensation in each community. Had the effect been anything short of this, the bringing out of the new Orthophonic Victrola might have passed with a mild ripple of interest on the part of talking machine owners and prospects and then subsided. Something extraordinary was needed to arouse public interest to a pitch of excitement and keep it there.

"With the two demonstrations successfully staged, our sales problem became one of keeping it there, which we have been doing with one of the most thoroughgoing advertising and merchandising campaigns in the history of the

company.

"So successful was this tremendous advertising and merchandising effort that within two weeks after 'Victor Day' we had more orders on our books than we had ever had at one time in the past. These orders were placed for Christmas delivery, then only four weeks away. At no time since the

osons uc-In

OS-

ceion neect

he n-

lly

ew ed

r.

of

rt

ht of a-

nt

it

cs

1927 1892

35 years

successfully carrying
advertising
directed to
Contractor-dealers
Central-stations
Contractors
Dealers
Jobbers

Electrical Record

A Gage Publication

-put it down now on your 1927 list!

THE GAGE PUBLISHING CO., INC. 461 Eighth Avenue, New York

> Member Associated Business Papers, Inc. Member Audit Bureau of Circulations

new Orthophonic was introduced has our factory been able to catch up with orders.

TWO CAMPAIGNS

"It should be borne in mind that our merchandising and advertising campaign is really two campaigns, or a campaign in two sections, first, introducing the Orthophonic Victrola with a sufficient number of records made by the new method to permit of demonstration. and, second, introducing the New Orthophonic Victor Record. last-named campaign was inaugurated with page and half-page advertisements in newspapers all over the country beginning on October 21. Records made by the new process have been manufactured since the new Victrola was introduced though the advertising announcement on them had to be withheld until Orthophonic Victrolas could first be put into distribution.

"Our national campaign nouncing the Orthophonic Victrola began during the first week of

November, 1925, with pages and half-pages in principal newspapers and color pages in a list of ponnlar weekly and monthly magazines. besides announcements in trade iournals. Despite the fact that we have never been able to catch un with our orders on the new cabinets and records, our advertising campaign is being continued at full schedule.

"Supplementing our periodical campaign, our directmail literature for dealers and consumers is being completely reorganized. These features include our dealers' magazine, 'The Voice of the Victor,' our monthly sup-plement of new records, which has just been entirely remade from a typographic standpoint, and a long list of display material for the dealer's store and literature for mail and counter distribution featuring the new line of cabinets and the steadily growing list of new recordings. Special emphasis needs to be placed on two of these pieces, namely, our new monthly supplement which in addition to

A Premium that will Stay "Put"

IF you've pretty nearly exhausted your ingenuity in finding a suitable premium, or gift for your customers, perhaps these cigar lighters, the Ray-O-Lite and the Quick-Lite, will suit your We've just made up a lot of them for a New Jersey cigar manufacturer with the name of a cigar stamped on the top of the cap. A hardware firm in Fort Worth and a building supply concern in New York also have ordered them stamped for advertising purposes. Certainly these cigar lighters will carry your advertising for years-they never will be thrown away.

The Ray-O-Lite They're American-made, guaranteed to last indefinitely and are staple sellers in many cigar stores.

> We will make them up in thousand lots at 20 cents a piece, plus 45 cents for each letter to be stamped on the cap. No charge for stamping operation. A ten-letter ad increases total cost only \$4.50. Price is F.O.B. New York. When you distribute pocket lighters, you are giving something substantial and useful: Further information upon request, or sample lighter 50 cents. Gold-plated,

with colored stone, \$1.25 each. Prompt delivery assured. The Quick-Lite RAPID MFG. CO. 799-A Broadway



and ers Du-

les ade

We 110 ahing nll nal ctnd rede ice Das a ng

he 30 3.

ts nf

is se

to



"Prudence Penny" Directs The Expenditure of \$40,351,165

AILY Post-Intelligencer families will spend this huge sum this year for food alone! Prudence Penny-after five years of approved service to the housewives of Seattle and the Washington Marketnow directs, to a large extent, the spending of this money. For example, during a two weeks' period Prudence Penny received 2.370 letters, 412 telephone calls, 116 personal consultations, and 731 visitors (with scores more turned away daily) in her model kitchen.

How great is this influence for food advertisers? The chain store systems-which sell 35 per cent of Seattle's groceries-have carefully analyzed the value of Seattle newspapers. Here is their answer to the question! The Post-Intelligencer is the only one carrying the advertising of every chain store! A timely tip for national food or household accessory advertisers! Write for further information.

Eastern Representative Western Representative W. W. CHEW

285 Madison Avenue New York City

W. H. WILSON

915 Hearst Building Chicago

Coast Representative T. C. HOFFMEYER Monadnock Building

San Francisco

We Sell Your Prospects and Create New Ones

This is the way we do it:

- 1. We guarantee to produce at the expense of the Capitol Merchandising Service a Motion Picture Film-Ad and exhibit the same forty times daily for a period of one year in 52 prominently located display windows in New York and vicinity; said locations to be provided by Capitol Merchandising service.
- We guarantee to furnish and maintain all equipment for such exhibitions and provide new motion picture prints for the life of the contract at our expense.
- 3. Our service will POSITIVELY IN-CREASE SALES.

Our service is NOT an experiment, it has been THOROUGHLY ANALYZED and TRIED OUT WITH SUCCESS BY SOME OF THE COUNTRY'S LEADING ADVERTISERS.

> A telephone call or a postal will bring a representative who knows his business.

Capitol Merchandising Service

2 West 47th Street, New York City

Telephone: Bryant 1620

featuring the month's new records, explains and illustrates the old and new methods of making Victor records, and, second, a 36-page booklet on the 'Development of the New Orthophonic Victrola,' which tells the whole story from beginning to end in a way interesting alike to dealer and consumer.

"While the Victor company has no direct dealings with its retailers throughout the country, and our sales organization is supposed to work with our wholesale distributors, we have practically turned over our selling force to our distributors to help them in the enormous campaign of education which it has been necessary for us to undertake to keep our retailers up to the task of satisfying public curiosity created by our advertising.

MANY CHANGES NECESSARY

"The developments of our merchandising campaign have necessitated many radical changes in our sales organization. We have been obliged to put into effect a new scheme of field representation to keep distributors and dealers in close touch with the policies of the company. The United States is now divided into five sales areas, with a district sales manager in charge of each, located in the field. These are the Central District with headquarters at Chicago; the Central Southern District with headquarters at New Orleans; the Northeastern District with headquarters at New York; the Pacific Coast District with headquarters at San Francisco, and the Southeastern District with headquarters at Camden.

"What we are trying to do in the Victor sales department is to help our distributors keep in the closest kind of touch with retailers and thereby improve the quality of service available to the consumer. The great lessons we are now endeavoring to teach the retail dealer are (1) open mindedness in his attitude to the public and toward suggestions brought to him from manufacturer and distributor; (2) clean stocks, which is

Representatives Wanted

for an established and fast-selling line of syndicated direct advertising material. Priced to net you an attractive profit. Every town or city in the United States has from five to twenty-five live prospects.

No bulky samples. Makes a splendid sideline.

Write today for our proposition

PACIFIC ADVERTISERS CORPORATION

William Francis Barry, President 1240 South Main Street LOS ANGELES



Idealistic visualizer, practical developer of finished campaigns. Right man's work will make him in few months the production manager of a fast growing, highly regarded national and local service agency. Man must be thorough, prolific, know type, art, layout, have attractive text style and be experienced in retail advertising field. Submit samples, make application complete in confidence.

SAMSON SERVICE Strength in Advertising

Strength in Advertising SOUTHERN BUILDING WASHINGTON, D. C.

Director Advertising and Publicity

"Man 35 to 45 years of age to organize and direct advertising and publicity for large trade organization: edit trade magazine and special booklets; write publicity articles for technical and trade papers: supervise preparation of trade paper, direct mail and agency advertising; conduct market research: and advise organization officials in trade promotion activities. Application must state educational qualifications, business experience and salary acceptable. This is a responsible position requiring a high-class man of exceptional ability."

Address, "K," Box 180, care of Printers' Ink.

Sales Executive

If you are looking for a man who can produce results and prove this statement from past record.

Who has hired and trained salesmen, supervised effective advertising and sales promotion campaigns.

Who has built Departments up from ground floor to annual sales of several million dollars.

Who has had 18 years' sales experience on diversified line of products and can furnish highest references as to character and ability.

Who is a graduate Mechanical Engineer and, above all, a real worker.

Address "M," Box 182, PRINTERS' INK only another term for the intelligent application of the principle of rapid turnover; (3) quality, as it applies to the merchandise and service offered to the public, and (4) sustained effort in the use of scientific merchandising and advertising to hold the advantage he now has.

"The success of our campaign has been due to the plan, i. e., that every detail was worked out in advance; to the speed with which the plan was executed; the cooperation which we gave to, and received from, distributors and retailers, and the extent and quality of our advertising. As a commercial achievement, these points are significant only as the commodity has merit."

The Victor Talking Machine Company is staging one of the most remarkable comebacks in the annals of modern merchandising. Since the day it was founded in 1901, the company has been an outstanding leader in its field due to an advertising campaign which has run continuously from 1901 to 1925. Radio, it must be remembered, first appeared with the opening of the first radio broadcasting station on November 1, 1920 (Westinghouse KDKA). It was not until 1923, when total sales of radio for all the companies then in the field reached an annual total of something like \$150,000,000, that Victor earnings began to be seriously affected.

Undoubtedly, the lessons for other advertisers in the Victor experience may be summed up as Careful planning, supfollows: plemented with energetic action and intelligent advertising will hold a market for an entirely new product which is designed to replace one that has lost its hold on public interest. The good-will created for Victor, which has been piling itself up through twenty-five years of continuous advertising, has been an important factor in carrying the company through a severe crisis.

Jeanette Kelley has joined the Delineator, New York. She was formerly with the Washburn-Crosby Company, Minneapolis. 1926 telli-

and and e of verhe aign

nich coand

lity er-

are lity ine the

in lis-

led an lue ich to ed, of

on

or

2,500 CINEMAS

IN

GREAT BRITAIN

ARE READY NOW TO ADVERTISE

YOUR PRODUCT

To 15 Million People
At a Very Reasonable Cost

Col. Kenneth Jameson, D. S. O., special representative of Publicity Films Ltd.—the only Company in Great Britain which has completely organized Film Publicity from scenario to screen—is now visiting the United States and will be pleased to give the fullest information to American manufacturers, either by mail or personal call.

Correspondence is cordially invited.

Address

COL. KENNETH JAMESON, D. S. O. PUBLICITY FILMS LTD.

Biltmore Hotel

New York City

F

Cor

Far

Far

Cal

Far

Far

Am

Fie

Pac

Por

Ok Mi

Fa

So

Or Mo

So

Ut

So

Th

0

Cut Out The Bunk About Farm Depression

-Holstein-Friesian World.

Give Agriculture an equal chance with your own industry. That's all we ask. Agriculture is all right. Nobody has invented or will invent any substitute for food. Take the dairy field. Better prices prevail than ever before in the history of the industry. We are getting more for milk, more for cattle. Dairying is becoming a larger industry. Diversified farming—which means adding cows to cotton, wheat, potatoes—is the order of the day.

Talk to these leaders of agriculture through the dairy and breed press. You will be talking to men who are making a success—men who have something in the way of hard coin to answer your appeals.

Perhaps you didn't know that in the Holstein-Friesian field, that great industry of breeding black and white cows which make up by far the greater proportion of our dairy population, prosperity has reawakened a keen interest in the things that prosperity demands—luxuries for the home, modern machinery, better feeds—things that make enterprise effective and living easier.

There is over 25% increase within one year in the average prices paid for pure bred Holstein-Friesians. That means but one thing—more money in the hands of the Holstein-Friesian breeder. He is prosperous.

We know that because the Holstein-Friesian breeder is paying us 30% more each week for advertising. He believes in the World. It is his trade paper and these 15,000 leaders of the dairy industry whom we reach each week read the World first.

Just forget about farm depression and talk to the farm public that has money to spend.

We will be glad to assist you in learning more about the buying power of Holstein-Friesian farmers.

HOLSTEIN-FRIESIAN WORLD

312 City Bank Building

Syracuse, New York

1026

FARM PAPER SUMMARY FOR OCTOBER

COMMERCIAL ADVERTISING

(Exclusive of house, live stock and classified advertising)

MONTHLIES	Lines
Country Gentleman	75,429
Successful Farming	32,466
Farm Journal	25,633
Capper's Farmer	21,832
Farm & Fireside	18,303
California Citrograph	14,488
Farm Life	13,338
Farm Mechanics	13,105
American Farming	9,882
American Fruit Grower	7,511
Field Illustrated	7,405
Pacific Homestead	6,837
Farmers' Home Journal	4,206
Power Farming	3,991
Better Fruit	2,761

SEMI-MONTHLIES

DEMI-MONTHERE	Lines
Dakota Farmer	33,441
Oklahoma Farmer-Stockman	33,162
Missouri Ruralist	32,929
Hoard's Dairyman	29,372
Farmstead, Stock & Home	24,898
Southern Agriculturist	23,812
Orange Judd Illinois Farmer	22,870
Montana Farmer	21,133
Southern Ruralist	20,765
Utah Farmer	19,832
Western Farm Life	18,088
Southern Planter	18,078
Michigan Business Farmer	14,292
Missouri Farmer	11,593
The Dairy Farmer	11,430
Southern Cultivator & Farming	9,132
South Dakota Farmer & Breeder	8,456
Arkansas Farmer & Homestead	7,908
Modern Farming	6,531

WEEKLIES (Four issues)

Lines
55,032
49,281
48,718
47,242
45,847
44,365
43,702
42,824
41,487
40,718

WANTED Advertising Man

Experienced in direct-by-mail catalog selling, also news-paper copy and art work.

The man we engage must be forceful and convincing copy writer and able to make or direct the making of attractive layouts.

We are a large clothing manufacturing corporation selling direct to the consumer.

Salary \$200 per week.

Please have your first letter give full information and references.

Address "N," Box 183 Printers' Ink

Art Director Visualizer

6

...who has ideas of his own, and through seven years experience in two of the leading national agencies is able to grasp the ideas of others and translate them into neat, finished roughs........ and who is trained soundly in every phase of art production would like to make connections with a New York organization.

Address "R," Box 186, Printers' Ink.

A Free Lance Window Display Expert

is open for several more part-time engagements or occasional assign-

HIS OUTSTANDING QUALIFICA. TIONS

- 1. Judge in several national display contests.
- His window display articles appear in an imposing list of retail trade papers and house magazines.
- 3. Created result-pulling displays for propaganda work.

 4. A window display textbook in prep-
- aration 5. Owns a vast research library of dis-
- play data and photos. or stores.
- play data and photos.

 Shaped display policies for stores.

 Distinctive trade paper ad copy linked with dealer display helps.

 In close touch with store display work all over the country, through a network of correspondents.
- 9. Author of two dealer display booklets.
- 10. Takes a keen delight in tackling difficult assignments.

Located within commuting distance of Manhattan; will undertake outof-town assignments, Address "T." Box 187, PRINTERS' INK.

SALESMAN

With broad merchandising experience: can handle one or two products-preferably those sold to jobbers or dealers.

Prefers lines backed by some degree of advertising, either general or trade and needing intensive sales effort in the Chicago territory.

Has a wide and general acquaintance in Chicago and vicinity. Has office now and can increase size of organization to insure adequate sales coverage.

Write "U." Box 188, Printers' Ink, 230 South Clark St., Chicago, Ill.

Rural New Yorker	40,593
Progressive Farmer & Farm	
Woman	40,551
Wisconsin Agriculturist	40,145
Indiana Farmer's Guide	39,487
Michigan Farmer	
Kansas Farmer & Mail & Breeze	36,361
Pennsylvania Farmer	35,749
Florida Grower	35,409
Oregon Farmer	35,329
Washington Farmer	
Wisconsin Farmer	30,584
Idaho Farmer	30,231
American Agriculturist	30,051
Ohio Stockman & Farmer	25,382
Pennsylvania Stockman & Farmer	25,301
Breeder's Gazette	23,842
Dairymen's League News	8,493
FARM NEWSPAPERS	
	Lines
Kansas City Weekly Star	
Dallas Semi-Weekly Farm News	
Atlanta Tri-Weekly Constitution	16,201
Memphis Weekly Commercial	
Appeal	13,213
St. Louis Weekly Globe-Democrat	
Kansas City Weekly Journal	11,667

Record Company.) "A Meal in a Glass" Is

Atlanta Tri-Weekly Journal ... 11,580

Advertising

compiled by

Registered

MALTOP, INC.

(Figures

MALTOF, INC.
BUFFALO, N. Y.
Editor of PRINTERS' INK:
Thank you kindly for registering our alogan, "A Meal in a Glass" in your Clearing House of advertised phrases.
It is very nice of you to do this, and we appreciate it.
We are subscribers to your magazine, both the weekly and the monthly issue, and have been for quite some time. As a matter of fact, I don't see how we could get along without these publications.

get along without these publications.

MALTOP, INC.
PAUL D. WILSON
Sec'y & Director of Sales

New Account for Winsten & Sullivan

The Rome Company, Inc., Rome, N. Y., has appointed Winsten & Sulvan, Inc., advertising agency, also of New York, to direct the advertising on Romelink gliding davenports and couch hammocks. Magazines will be used.

With Forecast Publishing Company

Marion Erskine Rouse, formerly with the Davis Baking Powder Company, Hoboken, N. J., is now with the For-east Publishing Company, New York.

Lines 40,593 40,551 40,145 39,487 38,462 36,361 15,749

35,409 35,329 12,703 10,584

0,231

5,382

3,842 8,493 Lines 5,509

,468 5,201

,213

,667

,580 sing

our our ses. and ne, ue, s a

&

LOHSE-BUDD

announce

the withdrawal of Mr. Denison Budd from the organization on December first

MR.W. R. Lohse will continue the studio under the name of

W.R. LOHSE Advertising Artists



W. R. Lohse and Denison Budd desire to express their appreciation of the kindness and goodwill shown by their many friends in the past.

405 LEXINGTON AVENUE

MURRAY HILL 2560

New York CITY

PRINTERS' INK

A YOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING Co., INC.

OFFICE: 183 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. Romer: Vice-President, R. W. LAWRING. Tresurer. DAVID MARCUS. Sales Manager DOUGLAS TAYLOR

Chicago Office: Illinois Merchants Bank Building, Gove Compton, Manager, Atlanta Office: 704 Walton Building, GEO. M. KOMN. Manager.

St. Louis Office: Syndicate Trust Building, A. D. McKinney, Manager.

San Francisco Office: 564 Market Street, M. C. Mogensen, Manager. Canadian Office: 92 Adelaide St., W., Toronto, H. M. TANDY, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00. Advertising rates; Page, \$120; half page, \$60; quarter page, \$30; one inch. minimum \$5.10; Classified 63 cents a line, minimum order \$3.24.

JOHN IRVING ROMER, Editor ROBERT W. PALMER, Managing Editor ROY DICKINSON, Associate Editor ALBERT E. HAASE, Associate Editor BERNARD A. GRIMES, News Editor

C. B. Larrabee

E. B. Weiss
Thomas F. Walsh
H. W. Marks

Contributor

James H. Collins, Special Contributor A. H. Deute, Special Contributor John Allen Murphy, Special Contributor

Chicago: G. A. Nichols
D. M. Hubbard
Russell H. Barker
Washington: James True
London: Thomas Russell

NEW YORK, NOVEMBER 18, 1926

Liquor and
Business
of the Treasury in charge of pro-

of the Treasury in charge of prohibition enforcement, recently appealed to the business heads of the country to halt the practice of using liquor in any way as an aid in soliciting business. This appeal, which was made through the Citizen's Committee of One Thousand, has been sent to 14,000 business executives in every part of the United States.

In the opinion of Mr. Andrews, if a stop can be put to this practice it will be tremendously helpful to law enforcement. He specifically points to conventions in making his charges. Having been in business himself, he appreciates

what is going on and thinks business executives are pursuing short-sighted policies. Speaking solely from an economic standpoint, he says that those who attempt to sell or even curry favor by means of liquor gifts are unreasonably foolish because in the end the purchaser pays for the costs of such salesmanship.

He charges big manufacturing businesses with rank inconsistency on the question. Those officials who condone expense accounts for large quantities of entertainment liquor are making a considerable part of the market for liquor which in turn brings into existence supports organized liquor Yet, these are the same men who want the law enforced and disapprove of drinking on the part of their employees. Mr. Andrews thinks that such management furnishes an unfortunate example to its employees in making the occasions conventions drinking parties.

The solution, according to Mr. Andrews, is to have management take the stand that no "expense money" for the purchase of liquor ever be authorized.

0

b

to

tl

a

111

H

a

m

be

aı

be

01

fo

tr

01

th

ge

va

ER

The solution is not quite so simple. Few men in this day and age are going to "flop over" and buck the tide when all their competitors are taking every advantage of the means at hand to get business. This may be a harsh statement but it is also true. We cannot willingly concede that the human race is so richly endowed with altruism.

Any change must come about as the result of education. The practice of supplying liquor for entertainment purposes is tantamount to a bribe and nothing less. When several real leaders in various fields actually take a stand against this practice it will slowly but surely die out.

However, no matter what one's personal beliefs may be, this appeal of Mr. Andrews' is worth due consideration. From an economic viewpoint it should have a strong appeal for the American business man. He has progressed as no man of any other nation has progressed in the trade marts of

usi-

ort-

lely

he

sell

of

201-

ur-

uch

ing

nev

ials

for

ent

hle

uor

nce

uor

me

ced

the

\n-

ge-

ex-

ing

for

Ar.

ent

ise

101

m-

age

ick

ors

the

SS.

tuc

11-

an

ith

as

IC-

-15

to

en

us

ıst

111

e's

al

n-

iic

ng

SS

no

as

of

the world. He has accomplished this through his business acumen and ordinary "horse sense." If this problem of prohibition and its relation to business is to be solved satisfactorily it will have to come about through his application of these same qualities to the prob-

A piece of ad-Fodder for vertising in a the Sales publication of Rulletin general circulation used to be considered as having done its work acceptably if it influenced the consumer. Nowadays more is expected of it. The advertiser counts on hitting the consumer mark and in addition on influencing his own sales force.

However it is in the bulletins that he sends out at more or less regular intervals to salesmen that the sales manager must prove himself a sharpshooter. For the sales bulletin aims at but one target. What ammunition should be used in it, is a live topic and one on which Galen Snow, of the Greenfield Tap & Die Corporation, expressed some helpful ideas in the November 4 issue of PRINTERS' INK.

Mr. Snow, on the basis of four or five years' experience with sales bulletins, advised manufacturers to realize that inspiration or "pep messages are old stuff. He asked that material be authoritative and actually worth a salesman's time, much in the same way that John Habberton Hawley some months ago asked in PRINTERS' INK that manufacturers "make a present to the public" in their advertising.

The average salesman needs to be better informed today regarding business conditions in general and his own merchandise than ever before. The reason for that is obvious. Buyers are better informed. Better advertising, better transportation and better methods of communication have brought that change. The sales executive charged with the responsibility for getting out a bulletin of practical value to his men needs to recognize those facts.

Most sales bulletins that PRINT-ERS' INK has seen would be im-

proved by some short, pointed digest of general business conditions. In almost every sizable business there is someone who keeps track of business trends. who tries to understand why sales increasing or decreasing. Where there is not, there should "The time has come when I believe every business, large or small, must make a systematic study of the movement of the goods in which it is particularly interested," said William McChesney Martin, president of the St. Louis Federal Reserve Bank, re-The summarized results of such a study should be of untold value to the salesman in giving his solicitation the true ring of authority.

By all means let the sales bulletin keep on with its good work of selling quotas, of showing how unusual or especially difficult situations have been handled and of making the salesman realize what his company is doing in its advertising. But in addition to this, let the salesman have facts concerning general conditions that will mark him in the dealer's eyes as a man to be listened to with respect.

Mr. Ford and Henry Ford once told one of our His Basket staff writers that did not need to advertise. "Make a thoroughly good piece of merchandise," he said, "sell it at a low price and people will buy it without advertising being used." Recently, in ordering certain retrenchments, Mr. Ford is said to have declared, in effect, that advertising is an economic waste.

Another automobile manufacturer, who is also a national figure and who also makes good merchandise, the other day was discussing with us the Ford advertising policy-if policy it can

"If the automobile industry as a whole," this man said, "had acted toward advertising as Mr. Ford has done, there wouldn't have been any industry. Mr. Ford says he does not need to advertise. If he is correct in his assertion, it is because others have advertised for

him. His competitors have pursued a consistent policy of selling the automobile to the public and have kept the interest alive by bringing out new models and making constant improvements. Mr. Ford, with his good car and his low prices, has merely held out his basket and got a big share of the business. But it would not have come had it not been created by the constructive manufacturing of others."

In other words, advertising has made Mr. Ford even though he does not believe in it. He says it is an economic waste, and yet without it he would not be here

We have often remarked that no advertiser is going to get for himself all the benefits of his business-creating activities. Nobody who knows anything much about advertising expects to realize on it in this way. But he cannot afford to starve himself just to keep other people from eating.

Automobile producers have built themselves through advertising. In so doing they have built Mr. Ford, who presumably does not believe in the force they have thus utilized.

It is an anomalous position and, in a way, even ridiculous. But the whole incident effectually disposes of the so-called arguments brought forward by those who are fond of pointing to the tremendous Ford business as something that was built up without advertising. It wasn't. The advertising was done, but Mr. Ford did not pay for it.

Scrape Off the Barnacles opinion concerning the future of business, among the surveys on business published by the banks, credit agencies, investment houses, statistical bureaus and others. While all agree that the present industrial and financial situation is sound, there is a difference of opinion on the pace of future expansion. On one point all agree. The year just ahead is one in which business must be conducted efficiently if profits are to

keep up. The days of free and easy methods are past. Closer competition is on the way. It is an excellent time to overhaul methods and eliminate waste.

In the selling end of business every dollar spent in sales promotion should be made to deliver its full share of value. Barnacles of wasteful space-buying habits hold back the progress of the business That page put into an irregular or inefficient medium because a friend asked for it and allowed to run for years because of habit: the catalog cheaply and poorly issued because the printing salesman was a nephew of the vice-president: all such wasteful methods should be checked. A closer analysis of the propositions put up to the purchaser, a careful reinspection of what was done in the past, will suggest many logical plans of securing better results by more care in buying.

"We have always taken a page in that little paper, ever since Bill Jones started it," said a manufacturer in a recent article by A. H. Deute. "Bill used to work in the same house with me, once. And one day he stepped out and started his little trade paper. He came around to see me about an advertisement and I gave him a page. We've had that same space ever since. I don't suppose it does us much good but it doesn't cost much."

Yet this man discovered, when he checked it up, that this little complimentary campaign had cost him more than \$18,000 during the time it had run. Such money gathered together from the wasteful places and used to buy space in mediums which have earned the right to carry it because of adequate coverage will often make a great difference in the sales of a company.

It is an excellent idea to scrape the barnacles from off the advertising and sales promotion schedule before deciding upon next year's appropriation.

Miss Frances M. Kaiman has started a copy-writing business at St. Louis. She was recently with the National Bank of Commerce, of that city. end er is ul

ld

or

nd

he

ed as t; ld

he

ill

e-

re

ge

ill

u-A. in

nd

le

an a

ce

it

n't

en

he ey ece he

a a pe

Newell-Emmett Company

Incorporated

Advertising · Merchandising Counsel

New York

AN ADVERTISING
AGENCY FOUNDED
ON THE IDEA OF
RENDERING SUPERLATIVE SERVICE TO
A SMALL NUMBER
OF ADVERTISERS

CLIENTS

Liggett & Myers Tobacco Co.
Johns-Manville Incorporated
Western Electric Co.
The T. A. Snider Preserve Co.
Loose-Wiles Biscuit Co.
Graybar Electric Company
Association of American Soap
and Glycerine Producers

"NOT HOW MUCH, BUT HOW WELL"

Advertising Club News

Boston Club Wins New England Trophy

Attendance honors at the convention at Worcester last week of the New England Association of Advertising Clubs went to the Advertising Club of Boston. Distance considered, the Distance considered, the Boston delegation, headed by P. F.



JOHN H. CLYNE

O'Keefe, presi-dent, was the largest represen-O'Keefe, tation sent by any trict

At the closing session the Bosawarded the John W. Long. necker attendance trophy. The trophy previously had been in the possession of the Publicity Club of Springfield. A total of 512 delegates were en-

rolled. Supplementing the report which appeared in PRINTERS' INK last week on the first day's session, there appears else-where in this issue excerpts from two addresses delivered at the second day's addresses delivered at the second day's meetings. These cover a talk by Allyn B. McIntire, New England manager of Barton, Durstine & Osborn, Inc., on "Lady Pepperell, Her Introduction and History to Date," and the speech of Marian Hertha Clarke, of Albert Frank

History to Date," and the speech of Marian Hertha Clarke, of Albert Frank & Company, on "Getting the Point of View of the Woman Buyera."

John H. Clyne, of the New Haven Journal-Courier and president of the New Haven club, is the new chairman of the district. I. B. Myers, business manager of the Waterbury Republican American, is secretary-treasurer.

The various clubs in the district are represented by the following members on the board of directors:

Boston, P. F. O'Keefe, William F. Rogers; Brockton, George M. Rand; Fitchburg, O. R. Bacon, J. H. Gorham; Pittsfield, John J. Olney; Springfield, Edward H. Marsh, Wallace E. Dibble; Worcester, George H. Johnson, Harold E. King, and Bridgeport, Hollis Stevenson, A. D. Guion; Danbury, H. J. DePuy, Joseph S. Landsman; Hartford, Howard N. Porter, Willard Rogers; New Haven, Roger R. Chamberlain, John H. Clyne; Waterbury, Roger F. Graham, Walter G. Hauser, and

Providence, Jeannette Carrol, Grace A. Gardiner, James S. Daneker and Edward M. Fay, and Portland, Philip R. Shorey and Walter E. Harmon.

Harry E. Talbert, of the Fort Scott, Kans., Tribune-Monitor, is making an effort to organize an advertising club at that city.

Technical Men Hear F. H. Sisson

6

ha

26 du the

N He Fr Br

Co line

ma

far

hie

Ch

sign

wh this Fre

For

lett

this whi out

tho

ecte

VPT

PRI

Bea

thre

mer

nno issu

cel curi

mig

orie in a

pers inau Man Arte

Will E.

Mas Whe C. K Dris Hoop anni it is that

of s cussi

W plete

expe talk

Th

1

Francis H. Sisson, vice-president of the Guaranty Trust Company of New York, spoke at last week's meeting of the Technical Publicity Association, York, spoke at last week's meeting of the Technical Publicity Association, held at the Advertising Club of New York. His topic was "A Banker's Viewpoint on Industrial Advertising." He told of the great difference in the present attitude of the banker toward advertising from that of ten or twelve years ago. At that time advertising years ago. At that time avertising was practically an unknown subject to most bankers, he said, but today many banks are not only strong advertisers, but have an advertising man as one of their officers.

As a concrete appreciation of the value of advertising by financiers, he cited a number of instances where bankers had bought and financed businesses, the greater part of whose assets was good-will, built up by advertising.

New Members of National Advertising Commission

Marshall N. Dana, president of the Pacific Coast Advertising Clubs Asso-ciation, has been appointed a member of the Advertising Commission of the International Advertising Association.
Irving Smith, of Los Angeles, and
Howard Ryan, of Seattle, also have been named as members of the commission.

Milwaukee Club Appoints W. W. Kiss

W. W. Kiss has been made chair man of the direct-mail departmental of the Milwaukee Advertising Club. He succeeds Jack Carr, resigned. Mr. Kiss is sales and advertising manager of the Elto Outboard Motor Company.

Allentown and Bethlehem

Clubs Hold Joint Meeting
The advertising clubs of Allentown,
Pa., and Bethlehem, Pa., recently held
a joint meeting at the latter city. H. C
Squires, chairman of the Second District of the International Advertising
Association, was one of the speakers.

Don Francisco Heads Pacific Coast Community Section

Don Francisco, former president of the Pacific Coast Advertising Clubs Association, has been appointed chair man of the community section of the

The Milwaukee Women's Advertising Club gave a benefit theatre party November 17. Members of the waukee Advertising Club attended.

Eight Past Presidents to Attend R. W. Adams Appointed by Sphinx Anniversary

From acceptances already received by From acceptances already received by R. F. R. Huntsman, eight past presidents have indicated that they will be present at the thirtieth anniversary of the Sphinx

at the initieth anniversary club which is to be held at the Waldorf-Astoria on November 23. These are Herbert P. Harding. Harding, Samuel Herbert Herbert P. Harding, Frank Presbrey, Samuel Brill, George Ethridge, Corbett McCarthy, Wil-liam T. Mullally, Joseph P. Day and Mr. Hunts-

d re

13

of

18

ic

Many of those who are familiar with the early bistory of the Sphinx history Club will recognize the signature on the letter which is reproduced on this page. It is that of Frederic James Gibson founder of the club. This letter, written more than thirty years ago, was one which Mr. Gibson sent out to those whom he thought would be inter-ested in forming an ad-

vertising organization.
The letter comes to
PRINTERS' INK through
a coincidence. S. D. Bear, to whom the letter addressed, was going through some old documents when he came upon it. He remembered the report in last week's issue of the forthcoming celebration and it ocmight serve some purpose in awakening mem-ories of the earlier days in advertising.

persons present at the There dinner in 1896. inaugural dinner in 1896. These were Manley M. Gillam, George P. Rowell, Artemas Ward, Newcomb Cleveland, Will Philip Hooper, George F. Fielder, E. Y. Thorpe, T. S. Holbrook, E. H. Masterns, R. R. Remington, E. A. Wheatley, George R. Studwell, George C. Kissam, A. Frank Richardson, Henry Drisler and Mr. Gibson.

Of these Mr. Cleveland and Mr. Glooper will be present at the thirtieth Hooper will be present at the thirtieth These were P. Rowell,

Of these Mr. Cleveland and Mr. Hooper will be present at the thirtieth anniversary. At the inaugural dinner, it is rich with reminiscence to record, that to Mr. Cleveland fell the honor of suggesting the first topic for discussion. This, was "Are Advertising Pages". Rates Too High?"

While the program has not been comexpected that the past presidents will talk briefly on their memories of the earlier days of the club.

The Lincoln, Nebr., Advertising Club, recently started publication of the "Lincoln Advertising Club News," which will be issued twice weekly.

Adcraft

Robert W. Adams, formerly with McKinney, Marsh & Cushing, Inc., Detroit, has been appointed membership secretary of the Adcraft Club of Detroit.



Str. S. D. Sept.

od Franklin Street, Jim.

Your presence is earnestly desired at a meeting or asvertiging man to be held Sedmander evening, gwell 6th mart at St. Danie Stell. broadour and 11th Street, at 8 stolesk, for the purpose of royalng as advertising men's club or association.

I may state in advance that the proposed club has the approval of a number of leading advertising man, including

Mr. N. M. 0111am.

Hr. Alfred B. Bross.

Mr. Charles Augtin ming.

Mr. R. L. Gurran.

pr. J. Augus potensid-

Er. S. H. 1840.

Mr. then. 5. Hellerook. Mr. S. E. Coddard.

Kindly advice me at your earliest convenience whether or not

we can obtain its your measures at the meeting. your way . Hamed

AN INVITATION TO THE FIRST SPHINK MEETING

F. P. Stieff Again Heads Baltimore Bureau

Frederick Philip Stieff was re-elected president of the Baltimore Better Business Bureau at the recent annual election of officers. E. Lester Muller, president of the Advertising Club of Baltimore, was elected vice-president, and Norman Parrott secretary-treasurer. Robert W. Test was retained as managing director of the bureau, with W. T. Bohannan as assistant managing director. * *

Poor Richard Club Holds "Night in Montmartre"

The Poor Richard Club, Philadel-ia, on November 12 celebrated an Armistice Night in Montmartre." "Armistice The dining-room was converted into a "Cafe de la Paix" with colored strined awnines and sidewalk tables. The committee members, headed by Schuyler Briggs, of the Congoleum-Nairn Company, were dressed as Montmartre characters.

The Little Schoolmaster's

A MEMBER of the Class who was interested in the report in PRINTERS' INK of the recent debate on advertising between teams representing Cambridge and Columbia, universities, sends the Schoolmaster a copy of "The Williams Record." This contains a report on a similar debate between Cambridge and Williams College. The subject: "Resolved, That this house regrets the large part played by advertising in modern life" was the same as that discussed at Columbia which resulted in the audience upholding the Cambridge team's witty arraignment against advertising.

At Williamstown the repartee which stood the English visitors in such good stead at Columbia failed to carry the audience which supported the negative's defense of

modern advertising.

The cognoscenti which so predominated the conference at Columbia and failed to respond to the logical presentation of the Columbia orators, was not well represented at Williamstown. Nor were they present in sufficient number to win a thumbs-down verdict against advertising in an intervening encounter of the English youths' facetiousness with the level-headed arguments of a team from Colgate University.

This series of debates interests the Schoolmaster because it is an evidence of the growing recognition which advertising is receiving in college activities. With few exceptions it is only recently, comparatively speaking, that advertising has been given such consideration as a factor in reducing

economic waste.

Advertising has much to benefit from such discussions. Whether assigned the affirmative or the negative, each student entering into these debates will gain a much clearer understanding of advertising as an economic force. The presentation of the arguments will have a further educational influence on the student bodies to which they are addressed.

As an instance, the Schoolmaster has been instrumental in passing on to J. J. Gibbons, Toronto advertising agent, a copy of President Coolidge's address on advertising which recently appeared in Printers' Ink. When the Cambridge orators meet the team from the University of Toronto which is to defend advertising, they will find their opponents fortified with a full knowledge of advertising fundamentals gained from Mr. Coolidge's remarkable tribute.

"Help, help," writes a member of the Class. "One of my pet arguments has been challenged, namely, that advertising has put the bathtub in the American home and that Americans have more bathtubs, per capita, than any other nation, not excepting England. Surely this is true, isn't it? I've just been told it is not true, and that the English not only lead us in this respect with a modicum of advertising but that they had the daily tub habit long before we did and actually practice it more generally. I appeal to you for help."

Of advertising's part in introducing the bathtub into the American home, voluminous testimony has been offered by observers of business and writers on advertising subjects over a long period of time. Businesses like Mott, Standard Sanitary, Crane, Kohler and such, have grown to immense size with the help of advertising campaigns from which all manufacturers of bathtubs, advertisers and received non-advertisers, have benefit. These advertisers have literally changed the habits of the American people and an almost universal desire has been created to possess at least one white bathtub in every American home. This desire received considerable stimulation from the efforts of a pioneer advertiser in another field, namely E. M. Statler, the hotel man, who built the first hotel to have a private bath with every room.

The Schoolmaster was consider-

S

ster

on

tis-

ing

NT-

dge the

to

find

full

da-

ge's

ber

pet ged, put ome ore any ng-it? rue, ead um the did enlp." troeriony of ing of ndand size 1111facand ved ave the 10st ated athhis

mu-

nely

who pri-

ler-

OUTLOOKS

HE Symphonic Sales Corporation has its home in that interesting part of New York which has grown up around the Post Office and Penn station, and just as the terminal has increased values all around it, the Symphonic Phonograph Reproducer increases the value of every phonograph to which it may be applied, giving marked improvement to both quality and volume of tone and bringing back the enjoyment of records which have lost some of their charm through familiarity.



CHURCHILL-HALL

H.B. LE QUATTE, President

50 UNION SQUARE NEW YORK

MEMBER OF AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

No

Accepted

A product advertised in The Chronicle is a product accepted! For 61 years San Francisco has been guided by this leading newspaper.

REPRESENTATIVES

Williams, Lawrence & Creamer, 285 Madhen Ave., New York City; 380 No. Michigan Ave., Chicage; R. J. Bidwell Co., Times Bidg., Les Angeles;

Thronicle

Minus the He-cow

An unassuming, sincere young man who knows his business, is looking for a lob. Has energy - ideas - enthusiasm.

He is now the advertising manager of a large, well-rated concern. Due to the make-up of this organization, his future is limited.

He is going to look around carefully before making a change. Have you anything to

of Address : Q"-Box 185 P. l.)-P.S. New York locale preferred

Typographic consultant

available mornings

WELL-KNOWN typographic and layout consultant can devote 3 hours daily to an agency's or a printer's problems.

Address "L," Box 181, Printers' Ink ably interested in glancing over the real estate advertisements in a recent issue of the English Country Life, published in London, a weekly periodical in which suburban properties and country estates are advertised. A conspicuous feature of many of these advertisements is that bathrooms are sometimes mentioned in the description of the houses and that when they are the ratio of bathrooms to bedrooms seems to be rather below the average for country and suburban houses in this country. Some of these English bouses have "four baths to sixteen bedrooms." "six baths to twenty-five bedrooms." "three baths to thirteen bedrooms "two baths to five bedrooms." One beautiful house in Shropshire is described as having "eleven bed and dressing rooms, bath That rooms with private bath are the exception may be inferred from the description of this "beautiful Georgian residence" in the Ashdown Forest District, "fifteen bed and dressing rooms (lavatory basins in two dressing rooms and bath in one), three bathrooms." It would be interesting to know in how many cases there are really rooms with private baths. It is probably safe to assume that the term "bathroom" always means a general or public bathroom. On page after page of these advertisements there are houses described where the word bathroom is not mentioned at all.

The Schoolmaster's suggestion to the Class member is that it doesn't much matter who invented the bathtub, or the bathtub habit, or even bathrooms, but that sleeping rooms "with private bath" do seem to be an advertising idea that had its start in the United States and that the advertising campaigns of American bathtub manufacturers have indubitably caused two bathrooms, and sometimes more, to grow where there was none before.

An incident related at the convention last week of the New England Association of Advertising Clubs deeply impressed the Schoolmaster because it so clearly demonstrates the benefits of cam-

. .

er the a reunity veekly prope adare of its is menf the

re the rooms the urban ne of "four "six oms."

One

and oms."

from utiful Ash-

bed basins th in would

how ooms hably

bath-

after there

the

ed at

on to

esn't

, or

ping

do

tates ligns ctur-

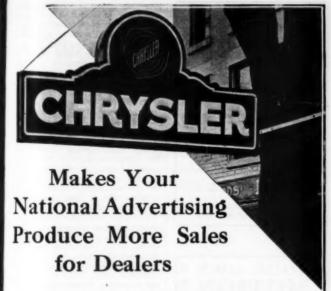
two e, to ore.

New

rtisthe

arly

am-



BY directing to your local dealer those influenced by your national advertising.

By also guiding to the same dealer those reached by his local advertising of your product or service.

Thus, by giving bold, clear prominence by day and electrical brilliance by night to your trade name or mark, a Flexlume Sign on your dealer's store front attracts prospects and builds up sales.

Let us submit a sketch of your trade name or mark, incorporated in a Flexiume—and outline of a proven plan for inducing enthusiastic dealer cooperation. There is no obligation.

We also build exposed lamp, porcelain enamel and other types of electric signs for those who prefer or require them.



FLEXLUME CORPORATION 1040 Military Road Buffalo, N. Y.

INCREASED SALES QUANTITY PRODUCTION REDUCED COSTS. LOWER PRICES

The above results justify the enormous yearly expenditure for general publicity advertising.

Presium Advertising may be justified on precisely identical grounds. By its use new customers are becared and old customers held.

-It is not "something for nothing." The loyalty of a customer to a particular brand of merchandise is worth a great deal to its manufacturer.

A portion of the advertising fund ex-mended in this way is certain to result in: Increased Sales—Quantity Produc-dism—Réduced Costs—Lower Prices.

li is a sound, ethical, logical and effective method of advertising. Booklets explaining our Service mailed on request to those stating the nature of their business.

THE PREMIUM SERVICE CO., INC. 9 West 18th Street, New York

YOUR OWN

INDUSTRIAL

FDUCATIONAL ADVERTISING

Ask us about the productions our experts have made for other firms

in your line.

paigning against waste in industry The story, as described by Marcus L Urann, president and manager of the United Cape Cod Crapherry Company, is an excellent example of the economies which might be made if every business were to engage in the fight against waste sponsored by Secretary Hoover.

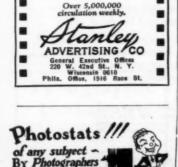
The bogs in which cranberries grow are, of course, low ground. In the process of picking the cran-berries, some fall to the bottom of the bog. The cost of labor to recover these by picking them up makes this method inadvisable. Mr. Urann explained that, after a careful study of the problem, a solution was found which, because of its simplicity, makes people wonder why it had never been thought of before.

The bogs were first flooded with

Loose cranberries floated to the surface and drifted to one corner of the bog where they were skimmed off. This recovered production. however, having been soaked in water, could not be shipped to market. It was satisfactorily adapted for canning purposes. What had been an 11 per cent loss to the Cape Cod growers is, as a result, now turned into a profit which adds a total of \$345,000 to their income.

In the issue of November 4 PRINTERS' IN Commented upon the epidemic in letter-writing of such expressions as "I am afraid." They are merely the latest manifestations of a whole series of expressions which make letters selfconscious and stereotyped. It is therefore a relief to the Schoolmaster to be able to publish a lettter which, handling a complaint, full of good humor is friendly, and goes right to the point.

It happened this way. An irate





PACH BROS

try.

aple be to

ries

and.

tom r to

ble.

fter

n, a

ople

been

with

one vere

pro-

hin-

orily oses.

loss

as a rofit

0 to

r 4

of

ani-

exself-

t is oolh a

aint.

mor

rate

Two Men Wanted

A large manufacturer located about a night's ride toward the west from New York City needs two good men for the advertising department.

One of these men should be capable of acting as general assistant, able to handle all phases of advertising. He should have creative ability, and a knowledge of trade-papers, space-buying, printing, and copy-writing. He should be tactful in his correspondence, some of which will be with prospects and customers.

The other man should combine technical or semi-technical training with some newspaper or publication experience. His duties will be the preparation and obtaining of newspaper publicity; but, more important than that, the preparation of special technical articles for trade papers along the lines of mechanical engineering. He must be able to collect the material, prepare the articles, and know how and where to get them printed.

These are both good opportunities. The company is one with which you will be proud to be associated.

Make your letter complete, giving us your experience in detail. A snap-shot might help—and we would like to have you give us a rough idea of your salary requirements. Our own people know of this advertisement—and your letter will be seen only by the advertising manager, who guarantees to keep it in strict confidence.

Address "W," Box 40, Printers' Ink

Nov.

3

Print

machi

-cut

oren 6/

Branc

New

PAN

York

liet of

for s ns an un-to-Adver

solicit

rect (

missic

CO.,

M

To m Brace

prove

High

custo

tisers play

Excel

As

PUBI tion p advan

service to inv 10 W

GO

Unusi tablish

this y

wide s Canno

Sales Manager Wanted

A WELL FINANCED. prosperous. thoroughly established manufacturing company, now doing a national business of several million dollars a year. has an opening for a sales manager who is capable of developing the sales to greater magnitude. The opportunities are exceptional.

Only a man with an unusual record of accomplishment will be considered. He must be a thorough executive, with experience in building and handling a sales force of at least several hundred men.

Applications will be held in strict confidence. Present employees know of this advertisement. No interviews will be granted unless complete de-tails are furnished in first letter, intails are furnished in mist letter, in-cluding age, whether married, salary required, companies associated with, earnings, number of men handled, volume of business and complete business experience.

The Geyer Company Dayton, Ohio

WOULD YOU LIKE TO OWN A PUBLICATION THAT EVERY LIVE RECOGNIZED AGENCY WOULD SUBSCRIBE TO REGULARLY?

A publication just as necessary in its way as the "Standard Rate and Data." More than 150 Agencies purchased first edi-tion without seeing a copy. Owner will than 150 Agencies purchased first edi-tion without seeing a copy. Owner will sell for \$5,000 as it conflicts with his other business. Copy of publication and full particulars on request. This is an opportunity for some advertising man to operate a little business on the side that should assure him a nice income for life. Address "O," Box 184, Printers' Ink.

Publisher's Representative

with Headquarters in Cleveland. Seven years covering Ohio and Michigan. Is in a position to take on one or two good publications in the General Mail Order or Trade Paper field. Preferably on a commission basis. Best of references from publishers, agencies or advertisers in the territory. Address "V," Box 189, Printers' Ink.

subscriber wrote to PRINTERS' INF and objected to being called "Miss" His objection was published in full also in the issue of November 4. In the mail on the same morning. the Schoolmaster for the first time in his life was addressed as "Miss"

by a maker of shoes.

This advertiser, the Cantilever Corporation, while it is known chiefly as a maker of shoes for women, also makes shoes for men The Schoolmaster once bought a pair, so he knows. But when he was addressed as "Miss" he was somewhat hurt, and wrote a short note to the corporation enclosing the article which described the experience of Mr. Hise who was called "Miss" by Print-ers' Ink.

"Consider" said the Schoolmaster, "that I have written you just as irate a letter as Mr. Hise wrote us." He received the following day a letter from the sales manager of the Cantilever Corporation which strikes him as being a good example of how to handle a complaint in a very friendly manner:

Dear Sir:

Dear Sir:

I am replying to your letter of November 4 without reading the rest of my mail. It all lies unread on my deak, so you see what prompt attention I am giving to your communication.

It sure was fate or something similar to the state of the something similar to t

lar, that brought this letter to you from lar, that brought this letter to you from our 40th Street shop, addressed to "Miss" and dated the very same date as the issue of PRINTERS' INK in which your "Miss Hiss" article appeared. If you do not believe in the occult or mental telepathy, or what will you have, this ought to drive you into the folds. Rather than apologize for this fool mistake, which of course was made by the addressing concerns the store has the contract of the course was the store by

mistake, which of course was made by the addressing concern—as the store has too big a list to handle this work— rather than tell you that the incident made me cry because it actually gave me a good laugh, I am going to than you for running such a valuable article in PRINTERS' INK and for sending me such immediate proof that this same inexcusable error is being made in ow organization.

organization.

I am also going to run a story in our house organ, "The Cantilever Saleman," describing this incident as a caution to our other stores and our dealers.

"GIBBONS knows CANADA

Cibbons Limited, Advertising Agents

1026 Twe iss."

full er 4

ning.

time liss"

ever own for nen.

nt a

hen

he rote

tion.

de-

Hise

INT-

onl-

you lise

fol-

ales oreing ndle

odly

No-t of my

tion imi-

rom

źn date hich

If OF

ave.

fool by has

ent ave

icle me 100

les-

OUT

Classified Advertisements

Rate. 65c a line for each insertion. Minimum order, \$3.25 First Forms Close Friday Noon: Final Closing Saturday

BUSINESS OPPORTUNITIES

Printers' and Bookbinders' Equipment machinery, type, supplies, Kelly presses -cut-cost material. Send for revised preused machine sheet. Conner Fendler Branch, A.T.F. Co., New York City.

New Bulletin of Publishing Properties for Sale just out. Send for your copy. HARRIS-DIBBLE COM-PANY, 345 Madison Avenue, New York City.

MAIL ORDER
list of about 75,000 bona fide customers
for sale. All recently purchased from
su and some buying for years. A live
up-to-date list. Box 640, Printers' Ink.

Advertising Representative wanted to solicit New York national accounts disolicit New York national accounts of rect or thru agencies. Part time, commission basis. GUYDE PUBLISHING CO., 721 Main St., Hartford, Conn.

MAIL ORDER MAN WANTED To market excellent patented Shoulder Brace and Belt. New device on im-proved principles. Splendid profit and wide field. Box 659, Printers' Ink.

High Class Sales Representative Accustomed to calling on national advertisers for the sale of extraordinary display advertising. Permanent connection.

Excellent commission. Box 655, P. I.

As an Account Executive

do you feel the necessity of connecting with an agency that can give you more creative service and more practical ways of increasing your clients' business. We have an organization to meet that necessity. Confidential. Box 662, P. I.

PUBLISHERS—An up-to-date publica-tion plant, 30 minutes from N. Y. C. can tion plant, 30 minutes from N. Y. C. can handle two or three more publications to advantage. Publishers seeking excellent service and reduced overhead are invited to investigate. Jersey Printing Company, 10 W. 23rd Street, Bayonne, N. J.

CONTACT MEN

who have clients dissatisfied with results they are getting from their advertising, will find us equipped to give a new kind of service. Strict-est confidence of course. Agency. Box 661, P. I.

GOING BUSINESS FOR SALE Unusual opportunity for salesman or ad unusual opportunity for salesman or am man to purchase going concern, long established making money. Made \$25,000 this yr. Goods sold mostly by mail. Good chance for man tired of road. World wide sales, Other business takes my time. Cannon Oiler Co., Keithsburg, Illinois.

HELP WANTED

Artist Position Open for First Class Photo Retoucher on Mechanical Subjects. Steady Work. Good Pay for Quality and Production. Studio Located in East. Box 635, Printers' Ink.

Photo Engraving Salesman Wanted by one of the most progressive and up to date equipped photo engraving concerns in New York one having exp. preferred. To this type of man a real opportunity is offered. Box 627, Printers' Ink.

Wanted: Advertising Salesman for high pressure, high grade advertising campaign. A seasoned, successful producer with personal acquaintance New York and Eastern advertisers and agencies. Credentials necessary. Confidential. Box 636, P. I.

Photo Engraving Salesman Wanted Successful photo-engraving organization, operating day and night, producing high grade work, has need of the services of

grade work, has need of the Services an experienced salesman.

An agressive man will find an unusual opportunity to increase his earnings. Salary or commission.

All answers will be held in strict confidence. Box 649, Printers' Ink.

Account Executive who can handle both manufacturer's and large retail store ac-count. Must produce dignified copy and attractive layouts. Send detailed history of your exp., samples of work, references (no investigation made without permission) and present salary. This is a permanent position with a fast growing Central New York Agency where salary will keep pace with ability shown. Box 632, P. I.

COPY MAN FOR PACIFIC COAST AGENCY

PACIFIC COAST AGENCY
There is an exceptional opening in a well known agency in Pacific Northwest city for an experienced copy, layout and "idea" man. First requisite is proven ability to write. Agency experience in national advertising essential. Unusual opportunity for a permanent future with a growing business. Write fully describing the control of the control o a growing distincts. Write fully describ-ing education, experience, salary re-quirements at start. Replies treated in strict confidence. Box 628, P. I.

strict confidence. Box 628, P. I.

An old-established mill making a full line of coated covers, cardboard, box paper and other paper specialties has an opening in the New York and New England territory for an experienced man. These lines are well established with distributors and a large part of the salesman's time will be devoted to sales promotion among consumers and direct selling of specialties to converters. This is an unusual opportunity with an interesting future, depending only upon the salesman's capacity and ability. In writing for an interview, give exp. and references in detail. All correspondence will be held strictly confidential. Box 619, P. I.

WANTED, artist with both engraving house and advertising agency experience, must be good at lettering and retouching, permanent position in South-east. Address Box 660, Printers' Ink.

PRINTING SALESMAN

Live organization having service department wants a good man. Right party will be given leads and cooperation and real opportunity to earn more. Confidential. Thos. B. Brooks, Inc., 216-222 West 18th Street.

Advertising Agency

fully recognized and long established has opening for who is now running his own business and would like to turn over all the business and over-head to a responsible organization in consideration of a regular drawing account; against production; we are not looking for any four-flusher, nor do we want to take over any dilapidated concern we have no stock for sale; congenial Christian surroundings and liberal policy makes connection, desirable; give full details in confidence with full statement of expectations on drawing account mentioning amount. Box 639, P. I.

MISCELLANEOUS

FREE LANCE COPY WRITER Desirable space to sublet in the center the advertising district. West Street. Bryant Room 1003. 9636

STOCK ELECTROTYPES

Our CUT CATALOGUE-15th Ed.—shows nearly 1500 Mostly old style cuts. Too kiamps or coin.) None free. Entertaining picture book. Mostly old style cuts. No big heads with little bodies. Spatula Pub. Co., 10 Alden St., Boston, 14, Mass.

POSITIONS WANTED

Young Man (38) desires position with progressive manufacturer. Fifteen years' experience in agency and technical field. Married; Christian. At present em-ployed. Box 629, Printers' Ink.

FOOD AND HOUSEHOLD ADVERTISING SPECIALIST

College woman with eight years com-bined newspaper, national advertising and educational experience, desires position with agency or national advertiser as publicist, research worker, lecturer or copy writer. Box 650, P. I.

EDITORIAL MAKE-UP EDITOR, available for part time. Experi-ence includes thorough knowledge of printing, paper, art and plate production, ad and photo layouts, etc. Box 658, Printers' Ink.

Seek opportunity with Agency or Mfgr. Married man, 29. College grad. 5 yrs. newspaper and printing sales exp. Write copys, understand layout printing. Start at \$48 if opportunity is seen in the same start at \$48 if opportunity is seen in the same start at \$48 if opportunity is seen in the same start at \$48 if opportunity is seen in the same start at \$48 if opportunity is seen in the same start at \$48 if opportunity is seen in the same start at \$48 if opportunity is seen in the same start at \$48 if opportunity is seen in the same start at \$48 if opportunity is seen in the same start at \$40 if opportunity is seen in the same sta \$48 if opportunity is good. Box 621, P. I.

EDITOR

Editor, thoroughly exp., fluent writer, versatile, seeks advantageous trade paper connection. Name your own figure. Now employed. Box 646, P. I.

PRODUCTION-ASSISTANT

Seeks positions with a New York agency or publisher. (Age 22). 3 yrs. production—layout exp., knows engraving, type. College-trained. Box 647, P. I.

Circulation Manager, 14 years' experience, capable of building up circulation, training men and handling department with results, weeklies or monthlies. Consider part time position. Box 644, P. I.

ARTIST

capable, three years' experience, general art work, cartoons, illustrations, layouts, etc. Seeks steady position with reliable firm. Salary \$45. Lewis, 61 W. 83 St.

GRADUATE ART STUDENT with Agency Experience

Anxious to locate permanently. Particularly apt on fashions and figures. Salary secondary to opportunity. Box 625, P. I.

DIRECT-BY-MAIL ADVERTISING OR SUPERVISOR

OF CORRESPONDENCE
in New York City. Woman of seven
years' experience. Box 645, P. I.

Visualizer—Art Director

Producer of outstanding ideas in illustration, layout, physical appearance; \$7,000; go anywhere. Box 652, P. I.

Advertising Man, age 25; sales and executive ability; 3 years' agency exp.—sales, contact and copy; desire agency position preferably in contact work or as an assistant to an account executive. Excellent references. Box 637, P. I.

Salesman, 30, six years' experience sell-ing retail and wholesale trades; practical knowledge of sales promotion. College graduate; will fit in sales department of manufacturer or in trade research department of advertising agency, morate salary. Box 641, Printers' Ink. moder-

IS THIS YOUR YOUNG MAN? His religion is creating ideas and writing copy that DOES bring profitable results.

A Trojan for details, too. Has initiative, imagination and ability, supplemented by 7 years' successful experience. 24, married. Box 626, P. I.

ADVERTISING MANAGER

Position wanted by a man whose experience covers every step in making up ef-fective, successful advertisements, who has had several years of experience both in the production and creative branches of advertising and whose record will show that he can get results.

He is willing to make any starting arrangements within reason, but position must be such as to call for a \$5000-ayear man as soon as ability is demon-strated. Box 634, Printers' Ink.

Nov. I Capable advertis connecti

tative (Highest results. Pur Young vertisin exp. bu hinding.

operatir Advert Doublin fresh ic licity c Punch advertis A

Wishes concern ing and vertisin fuen o painting good la require extende

Mai Interes requiris in gett peals, 1 c.o.d. a sponsib paigns and res

ADVE ly cap success magazi wide a ern ad ences; lisher : class n 638, P

Som a pub for a come tive. large availab

> paper agencie in my busines over \$ mission over \$ referen looking tablishe hard v

trade

Pox 6

20 yea

Capable, conscientious, experienced solvertising salesman-manager seeks new connection 1927. Now Eastern representative of several business publications. Highest testimonials for character and results. Erin, Box 643, P. I.

Purchasing-Radio-Advertising

Young man desires connection with advertising agency or radio firm. 2½ yrs'. ep. buying and selling paper, printing, binding, office supplies, costs, etc. 4 years' operating experience radio. Box 648, P.I.

Advertising Executive—Visualizer and gored specialist in creating Dollar Boolbing, convincing copy sparkling with fresh ideas. Direct-by-mail, national publishy campaigns promoted. Experienced in printing, engraving, art work. Put the Punch of PRODUCTIVENESS in your advertising! Write Box 653, P. I.

Advertising Artist

Wishes a position with an established concern—my experience has been directing and executing art work for all advertising purposes—not a specialist but turn out a mighty good drawing or painting in any medium—particularly a good layout man and know mechanical requirements thoroughly—my exp. has extended over ten years. Box 624, P. I.

Mail Order-Direct Mail

Interesting story awaits organization requiring highest grade man experienced in getting results through success appeals, narrative and dramatic for agents, c.o.d. and direct sale; also complete responsibility for large direct mail campaigns from plan and idea to production and results; go anywhere. Box 651, P. I.

ADVERTISING SALESMAN, Thoroughly capable, reliable worker; extensive successful experience on large national magazine, class and trade publications; wide acquaintance New York and Eastern advertisers and agencies; best references; services now available for publisher needing responsible man for first-class medium; letters confidential. Box 638, Printers' Ink.

Somewhere in New York

a publisher or an agency is looking for a young man of sterling fibre and fine educational background to become an understudy for some executive. Applicant, 23, is now with a large national advertiser and will be available January 1. Box 642, P. I.

ADVERTISING MAN

20 years' successful experience in trade paper field; am well acquainted with agencies handling trade paper accounts; in my last connection I increased the business in my territory from \$61,000 to ever \$130,000 in two years on a commission basis and can show earnings of ever \$1,000 a month; can furnish best references as to ability and honesty; am looking for real opportunity with an eatblished publication where sales ability, lard work and thorough knowledge of lade paper field will count. Address like \$623, Printers' Ink.

PRODUCTION MANAGER of proven ability seeks new connection with agency. Seven years' newspaper and agency experience. Complete knowledge of buying art, printing, engraving, etc. Married, age 28. Present salary \$4,000. Box 630, Printers' Ink.

DUMB DORA

isn't her name as her present employer will testify. She's secretary-assistant to the head of a large agency—can help run a small one. She can meet important people without exaggerating her own importance. New York City only. Address Box 654, Printers' Ink.

A BUSINESS GETTER! Advertising and sales promotion manager with 18 years' successful experience—now open for position with progressive manufacturer or publisher. Have broad advertising and merchandising knowledge; able copy writer and keen buyer of printing, art work and engraving. Willing to start on reasonable terms if position holds real opportunity. Available on short notice. Box 663, Printers' Ink.

AGENCY PRODUCTION MANAGER— A man who knows printing, art work, engravings, whose experience covers every step in making up effective, successful advertisements, including making of layouts, and who has written highly successful copy, is looking for a position with an agency of high standing.

ful copy, is looking for a position with an agency of high standing. He is more interested in opportunity than in immediate salary but position must be such as to call for a \$5000-ayear man as soon as ability is demonstrated. Box 633, Printers' Ink.

WANTEDfor Jan. 1, 1927

A capable young advertising man, 29, of recognized ability seeks a responsible position with New York firm starting Jan. 1, 1927.

A keen business observer and analyst, who has a fund of constructive and productive merchandising ideas and methods.

§ A keen business observer and analyst, who lias a fund of constructive and productive merchandising ideas and methods. § An efficient organizer and manager, fully capable of handling your advertising and sales problems from start to finish. Box 631, Printers' Ink.

Desired:

Connection with research department of advertising agency or national concern in New York City.

Offered:

Thorough college—and special advertising training. Experience in public relation work and market surveying. Address: Paul H. Wueller, 606 W. 113th St., New York City.

Table of Contents

NEW YORK, NOVEMBER 18, 1926

The story of the victor Comesack An Interchew with Koy A. Forbes	3
"Just a Twist of the Wrist, Madam"	. 10
Who Is "The Farmer" !	17
Producing Sales Playlets for Twenty-five Salesmen $Percy~H.~Whiting$	2
Advertisers Have Newspaper Circulation Clinic	3
The Outlook for Lower Postal Rates Special Washington Correspondence	4
Lady Pepperell Kept a Careful Eye on Mr. Retailer Allyn B. McInsire	5
Handling Jobbers Who Want Inside Prices for Special Customers $K. G. Merrill$	(
Industrial Leaders Express Opinion of Business Press	
How Salesmen Should Talk to Dealers about Advertising O. Grigg	-
A Little Light on That Dark Subject-Woman Marian Hertha Clarke	1
Labor Tells How It Wants to Help ManagementChester M. Wright	16
What the Dealer Wants, Needs and Must GetFrank H. Cole	1:
Newspaper Publishers Hold Mid-Year Meeting	L
"No Questions to Start the Letter"	1
Futurism Breaks into Newspaper Advertising Art	1
What a Study of Fifth Avenue and Main Street Windows Discloses Charles G. Muller	1
The "Case Method" Gets Further Endorsement	1
Where Would Advertisers Be If Chains Controlled Retailing?	16
This Decision Affects the Right to Register Color Trade-Marks	17
"Lafe" Young, Sr., Editor, Publisher and Former Senator, Dead	17
Advertising Remains the Small Man's Opportunity Roy Dickinson	18
What Business-Paper Advertising Accomplished for Centemeri	19
Farm Paper Summary	21
Editorials Liquor and Business—Fodder for the Sales Bulletin—Mr. Ford and His Basket—Scrape Off the Barnacles.	22
	22

72

97

104

129

138

141

145

153

158

164

174

179

197

219

222

228



Straight Through

Lighted pictures of the right kind, carefully schemed to your needs, show your salesmen each of the things you want them to know exactly as you would present it yourself. They can take the salesmen straight through from approach to order.

Ten years of special experience in preparing picture material for training purposes has highly developed the skill of this organization in producing lighted pictures of high quality and exceptional effectiveness.

Every picture we have ever produced has helped accomplish the buyer's purpose.

Jam Handy Picture Service

Newspapers' Film Corp'n. 6227 Broadway, Chicago

Still and Motion Pictures-Animated Drawings-Screens-Slides

New York Representative, 51 East 42d St., MURray Hill 2296 Los Angeles Representative, 827 West 53rd, St., VERmont 6431 Dayton Representative, 787 Reibold Building, GARfield 338

53-year-old Company increases sales 77% with a campaign in the Rotogravure Magazine Section of The Chicago Tribune

PRINTERS' INK

Nom 4, 1026

Hitch Resale Work to the Advertising Program

The Result: Setter Dealers, More Dealers, Better Salesmanship, and Greater Sales Volume

By A. N. Steve

Sales Managor, Union Bed & Spring Company

Sales Managor, Union Bet & Spring Company

If third year in business. Until
Last April we never had an adverlast April we never had an advertions, the more we studied those questions, the more we realized that to
advertising as we did up in for
where the sale of the sales of the sales of the
was not addressed to users of our
products. During the company's
half century of existence the business grew until we had a good
availability of a sales of the sales of the sales of the sales of the
sales grew until we had a good
autional distribution. Then our
part sales of the sales of the sales of the
sales of the sales of the sales of the
means of sales in warehouses. As on
means of sales of the sales of the sales of the
means of sales of the sales of the sales of the sales of the
means of sales of the sales of the sales of the sales of the
means of sales of the sales of the sales of the sales of the
means of sales of the sales of the sales of the
means of sales of the sales of the sales of the sales of the
means of sales of the sales of the sales of the sales of the
means of sales of the sales of the sales of the sales of the
means of sales of the sales of the sales of the
means of sales of the sales of the sales of the
means of sales of the sales of the sales of the
means of sales of the sales of the sales of the
means of sal

The Nov. 4 issue of PRINTERS' INK carried a five-page story describing the plan by which the Union Bed and Spring Company increased its business 77% in 6 months; added dealers in nearly 500 new towns; and got its dealers to spend \$18,942 for advetising in their local newspapers when the previous year they had spent less than \$500

The Chicago Tribune was the only publication used by the Union Bed and Spring Company. This Company is using a full page every month in the Sunday Tribune Rotogravure Magazine Section.

> If you are interested in building your sales, enthusing your selling force, and arousing the interest of your dealers, write for a reprint of the PRINTERS' INK article and booklet explaining the plan presented by The Chicago Tribune to the Union Bed and Spring Company.

Ihicago Tribune

WORLD'S GREATEST NEWSPAPER